# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 7, 1980

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 35.7 | 27,770 |
| 2 | 60 MINUTES | 29.0 | 22,560 |
| 3 | BARBARA WALTERS SPECIAL(S) | 27.7 | 21,550 |
| 4 | M*A*S*H | 25.6 | 19,920 |
| 5 | ABC NFL FOOTBALL SPECIAL(S) | 25.2 | 19,610 |
| 6 | ABC SUNDAY NIGHT MOVIE# | 24.6 | 19,140 |
| 7 | LOVE BOAT | 24.0 | 18,670 |
| 8 | DUKES OF HAZZARD | 23.8 | 18,520 |
| 9 | HOUSE CALLS | 23.1 | 17,970 |
| 10 | THREE'S COMPANY | 22.9 | 17,820 |
| 11 | LITTLE HOUSE-PRAIRIE | 22.6 | 17,580 |
| 12 | JEFFERSONS | 22.5 | 17,510 |
| 13 | NFL FOOTBALL GAME 2-NBC# | 22.2 | 17,270 |
| 14 | ARCHIE BUNKER'S PLACE | 22.0 | 17,120 |
| 15 | REAL PEOPLE | 21.9 | 17,040 |
| 16 | ONE DAY AT A TIME | 21.8 | 16,960 |
| 17 | TRAPPER JOHN, M.D. | 21.6 | 16,800 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 25.5 | 53,270 |
| 2 | 60 MINUTES | 18.7 | 39,030 |
| 3 | DUKES OF HAZZARD | 18.4 | 38,510 |
| 4 | ABC SUNDAY NIGHT MOVIE# | 17.8 | 37,230 |
| 5 | LOVE BOAT | 17.6 | 36,790 |
| 6 | M*A*S*H | 16.7 | 34,770 |
| 7 | NFL FOOTBALL GAME-NBC-THU(S) | 16.6 | 34,660 |
| 8 | LITTLE HOUSE-PRAIRIE | 15.9 | 33,210 |
| 9 | ABC NFL FOOTBALL SPECIAL(S) | 15.7 | 32,870 |
| 10 | DR. SEUSS-GRINCH-XMAS(S) | 15.3 | 31,980 |
| 11 | REAL PEOPLE | 15.3 | 31,960 |
| 12 | FROSTY THE SNOWMAN(S) | 15.2 | 31,640 |
| 13 | CBS NFL FTBL GAME-THU.(S) | 15.1 | 31,500 |
| 14 | BARBARA WALTERS SPECIAL(S) | 15.0 | 31,410 |
| 15 | FANTASY ISLAND | 15.0 | 31,360 |
| 16 | THREE'S COMPANY | 15.0 | 31,230 |
| 17 | CHARLIE BROWN THANKSGIV.(S) | 14.9 | 31,080 |
| 18 | JEFFERSONS | 14.8 | 30,820 |
| 19 | ARCHIE BUNKER'S PLACE | 14.7 | 30,740 |
| 20 | ONE DAY AT A TIME | 14.5 | 30,290 |
| 21 | THANKSGIVING-LAND OF OZ(S) | 14.5 | 30,260 |
| 22 | CHARLIE'S ANGELS | 14.5 | 30,250 |
| 23 | BOSOM BUDDIES | 14.4 | 30,080 |
| 23 | LAVERNE & SHIRLEY | 14.4 | 30,080 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 31.3 | 25,500 |
| 2 | 60 MINUTES | 22.0 | 17,910 |
| 3 | LOVE BOAT | 19.8 | 16,140 |
| 4 | M*A*S*H | 19.7 | 16,030 |
| 5 | BARBARA WALTERS SPECIAL(S) | 19.6 | 15,950 |
| 6 | JEFFERSONS | 19.3 | 15,700 |
| 7 | LITTLE HOUSE-PRAIRIE | 19.0 | 15,450 |
| 8 | ALICE | 18.4 | 15,000 |
| 8 | DUKES OF HAZZARD | 18.4 | 15,000 |
| 10 | ONE DAY AT A TIME | 18.2 | 14,800 |
| 10 | TRAPPER JOHN, M.D. | 18.2 | 14,800 |
| 12 | ARCHIE BUNKER'S PLACE | 17.9 | 14,600 |
| 13 | ABC SUNDAY NIGHT MOVIE# | 17.6 | 14,340 |
| 13 | HOUSE CALLS | 17.6 | 14,340 |
| 15 | THREE'S COMPANY | 17.1 | 13,920 |
| 16 | NBC MONDAY NIGHT MOVIES | 17.1 | 13,910 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NFL FOOTBALL GAME-NBC-THU(S) | 27.3 | 20,040 |
| 2 | CBS NFL FTBL GAME-THU.(S) | 26.3 | 19,300 |
| 3 | DALLAS | 25.1 | 18,430 |
| 4 | ABC NFL FOOTBALL SPECIAL(S) | 24.7 | 18,110 |
| 5 | 60 MINUTES | 23.3 | 17,070 |
| 6 | ABC SUNDAY NIGHT MOVIE# | 22.3 | 16,340 |
| 7 | NFL FOOTBALL GAME 2-NBC# | 21.0 | 15,410 |
| 8 | CBS NFL FOOTBALL GAME 2# | 20.0 | 14,710 |
| 9 | NFL MONDAY NIGHT FOOTBALL | 19.0 | 13,910 |
| 10 | REAL PEOPLE | 17.7 | 12,990 |
| 11 | CBS NFL FOOTBALL GAME 1 | 17.4 | 12,790 |
| 12 | DUKES OF HAZZARD | 17.2 | 12,650 |
| 13 | M*A*S*H | 16.9 | 12,390 |
| 14 | ARCHIE BUNKER'S PLACE | 16.1 | 11,810 |
| 15 | BARBARA WALTERS SPECIAL(S) | 16.0 | 11,710 |
| 16 | CBS NFL FTBL PRE-THU.(S) | 15.6 | 11,430 |
| 17 | 20/20# | 15.5 | 11,400 |
| 18 | CHARLIE'S ANGELS | 15.4 | 11,330 |
| 19 | THAT'S INCREDIBLE | 15.4 | 11,290 |
| 20 | 30 YRS-TV COMEDY'S-HITS(S) | 15.0 | 11,040 |
| 21 | ONE DAY AT A TIME | 14.7 | 10,790 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 7, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 29.3 | 14,890 |
| 2 | M*A*S*H | 19.7 | 10,010 |
| 3 | ABC SUNDAY NIGHT MOVIE# | 19.4 | 9,870 |
| 4 | BARBARA WALTERS SPECIAL(S) | 19.1 | 9,700 |
| 5 | HART TO HART# | 18.8 | 9,570 |
| 6 | LOVE BOAT | 17.8 | 9,030 |
| 7 | SOAP | 17.5 | 8,890 |
| 8 | THREE'S COMPANY | 17.2 | 8,730 |
| 9 | LITTLE HOUSE-PRAIRIE | 17.1 | 8,720 |
| 10 | HOUSE CALLS | 17.1 | 8,710 |
| 11 | NBC MONDAY NIGHT MOVIES | 16.3 | 8,300 |
| 12 | LAVERNE & SHIRLEY | 16.2 | 8,230 |
| 13 | TOO CLOSE FOR COMFORT | 15.7 | 7,990 |
| 14 | LOU GRANT# | 15.7 | 7,960 |
| 15 | FANTASY ISLAND | 15.6 | 7,940 |
| 16 | TAXI | 15.5 | 7,890 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | DALLAS | 34.4 | 8,540 |
| 2 | 60 MINUTES | 33.6 | 8,330 |
| 3 | ARCHIE BUNKER'S PLACE | 29.7 | 7,380 |
| 4 | ALICE | 28.9 | 7,170 |
| 5 | ONE DAY AT A TIME | 28.8 | 7,150 |
| 6 | JEFFERSONS | 28.5 | 7,080 |
| 7 | FACTS OF LIFE# | 24.4 | 6,050 |
| 8 | LITTLE HOUSE-PRAIRIE | 23.3 | 5,780 |
| 8 | LOVE BOAT | 23.3 | 5,780 |
| 10 | TRAPPER JOHN, M.D. | 23.3 | 5,770 |
| 11 | REAL PEOPLE | 23.1 | 5,730 |
| 12 | DUKES OF HAZZARD | 22.7 | 5,630 |
| 13 | JOHNNY CASH CHRISTMAS SP.(S) | 21.8 | 5,420 |
| 14 | BARBARA MANDRELL | 21.5 | 5,340 |
| 15 | WALTONS | 20.8 | 5,150 |
| 16 | 30 YRS-TV COMEDY'S-HITS(S) | 20.6 | 5,120 |
| 17 | CBS EVENING NEWS-CRONKITE | 20.2 | 5,000 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NFL FOOTBALL GAME-NBC-THU(S) | 26.9 | 13,060 |
| 2 | CBS NFL FTBL GAME-THU.(S) | 25.4 | 12,330 |
| 3 | ABC NFL FOOTBALL SPECIAL(S) | 24.9 | 12,110 |
| 4 | ABC SUNDAY NIGHT MOVIE# | 23.4 | 11,370 |
| 5 | DALLAS | 22.8 | 11,100 |
| 6 | NFL FOOTBALL GAME 2-NBC# | 21.1 | 10,250 |
| 7 | CBS NFL FOOTBALL GAME 2# | 18.7 | 9,110 |
| 8 | NFL MONDAY NIGHT FOOTBALL | 18.5 | 8,980 |
| 9 | CBS NFL FOOTBALL GAME 1 | 17.2 | 8,350 |
| 10 | 60 MINUTES | 16.5 | 8,010 |
| 11 | BOSOM BUDDIES | 16.4 | 7,960 |
| 12 | 20/20# | 16.4 | 7,950 |
| 13 | CBS NFL FTBL PRE-THU.(S) | 15.9 | 7,730 |
| 14 | M*A*S*H | 15.7 | 7,610 |
| 15 | REAL PEOPLE | 14.9 | 7,240 |
| 16 | BARNEY MILLER# | 14.6 | 7,080 |
| 16 | MORK & MINDY | 14.6 | 7,080 |
| 18 | FANTASY ISLAND | 14.2 | 6,900 |
| 19 | BIG EVENT# | 14.2 | 6,890 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 37.2 | 7,200 |
| 2 | DALLAS | 31.2 | 6,030 |
| 3 | NFL FOOTBALL GAME-NBC-THU(S) | 28.6 | 5,530 |
| 4 | CBS NFL FTBL GAME-THU.(S) | 28.2 | 5,460 |
| 5 | ARCHIE BUNKER'S PLACE | 27.2 | 5,250 |
| 6 | DUKES OF HAZZARD | 25.8 | 4,980 |
| 7 | REAL PEOPLE | 25.6 | 4,950 |
| 8 | ABC NFL FOOTBALL SPECIAL(S) | 25.4 | 4,910 |
| 9 | ONE DAY AT A TIME | 25.3 | 4,890 |
| 10 | CBS NFL FOOTBALL GAME 2# | 23.0 | 4,440 |
| 11 | JEFFERSONS | 22.9 | 4,430 |
| 12 | ALICE | 22.6 | 4,360 |
| 13 | NFL FOOTBALL GAME 2-NBC# | 22.1 | 4,270 |
| 14 | 30 YRS-TV COMEDY'S-HITS(S) | 21.5 | 4,150 |
| 15 | WALTONS | 20.8 | 4,020 |
| 16 | LITTLE HOUSE-PRAIRIE | 20.7 | 4,000 |
| 17 | TRAPPER JOHN, M.D. | 20.6 | 3,990 |
| 18 | NFL MONDAY NIGHT FOOTBALL | 20.0 | 3,860 |
| 19 | CBS EVENING NEWS-CRONKITE | 19.7 | 3,800 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 5 | 187 | | A | 15.2 | 25 | 1183 | 1833 | 697 | 284 | 774 | 301 | 490 | 462 | 356 | 204 | 631 | 297 | 398 | 366 | 248 | 160^ | 216 | 123^ | 212 | 153^ |
| 1 FRI. 9.00P 120 ABC FF | | 95 | | B | 14.5 | 23 | 1128 | 1856 | 709 | 317 | 804 | 334 | 531 | 468 | 375 | 206 | 637 | 270 | 429 | 399 | 298 | 158 | 228 | 110 | 187 | 135 |
| 9.00 - 9.30 | | | | A | 15.0 | 25 | 1167 | 1827 | 732 | 290 | 802 | 276 | 479 | 484 | 389 | 221 | 599 | 244 | 349 | 357 | 254 | 166^ | 233 | 150^ | 193^ | 138^ |
| 9.30 - 10.00 | | | | A | 15.7 | 26 | 1221 | 1835 | 708 | 282 | 778 | 297 | 477 | 455 | 342 | 218 | 609 | 298 | 382 | 325 | 216 | 161^ | 248 | 138^ | 200 | 148^ |
| 10.00 - 10.30 | | | | A | 15.2 | 25 | 1183 | 1817 | 670 | 286 | 743 | 303 | 485 | 434 | 340 | 191^ | 658 | 320 | 422 | 394 | 267 | 158^ | 184^ | 97^ | 232 | 174^ |
| 10.30 - 11.00 | | | | A | 14.7 | 25 | 1144 | 1863 | 687 | 281 | 778 | 329 | 525 | 479 | 351 | 186^ | 661 | 335 | 445 | 396 | 248 | 153^ | 197^ | 107^ | 227 | 154^ |
| ABC NEWSBRIEF-M-F | 48 | 188 | 181 | A | 17.7 | 28 | 1377 | 1805 | 702 | 305 | 765 | 309 | 480 | 411 | 343 | 215 | 675 | 285 | 433 | 394 | 303 | 184 | 178 | 89 | 187 | 142 |
| 1 M & F 8.58P 1 ABC N | | 96 | 95 | B | 16.8 | 26 | 1307 | 1763 | 681 | 279 | 749 | 282 | 444 | 397 | 335 | 240 | 649 | 262 | 402 | 360 | 284 | 198 | 172 | 82 | 193 | 141 |
| 1 TU-TH 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TH 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUWF 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 10 | 190 | 190 | A | 23.1 | 39 | 1797 | 1969 | 802 | 296 | 871 | 317 | 494 | 452 | 374 | 310 | 553 | 203 | 331 | 289 | 262 | 181 | 236 | 146 | 309 | 224 |
| SAT. 9.58P 1 ABC N | | 97 | 97 | B | 22.1 | 38 | 1719 | 2013 | 789 | 306 | 868 | 339 | 524 | 453 | 360 | 280 | 571 | 231 | 352 | 302 | 242 | 179 | 238 | 139 | 336 | 255 |
| ABC NEWSBRIEF-SUN. | 10 | 197 | 190 | A | 16.6 | 24 | 1291 | 2001 | 618 | 235 | 684 | 258 | 420 | 364 | 308 | 202 | 708 | 304 | 454 | 380 | 320 | 206 | 253 | 105 | 356 | 238 |
| 1 SUN. 7.58P 1 ABC N | | 98 | 96 | B | 15.4 | 23 | 1198 | 2007 | 698 | 291 | 765 | 313 | 473 | 408 | 321 | 227 | 700 | 281 | 461 | 398 | 317 | 200 | 201 | 97 | 341 | 220 |
| 2 SUN. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NFL FOOTBALL SPECIAL(S) | | | 198 | A | 25.2 | 41 | 1961 | 1676 | 404 | 211 | 459 | 209 | 300 | 254 | 186 | 133 | 923 | 407 | 618 | 558 | 379 | 250 | 172 | 26v | 122 | 102^ |
| 2 THU. 9.00P 184 ABC SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 24.3 | 36 | 1891 | 1797 | 429 | 220 | 481 | 190 | 286 | 246 | 225 | 163 | 848 | 332 | 528 | 498 | 379 | 257 | 219 | 24v | 249 | 204 |
| 9.30 - 10.00 | | | | A | 26.5 | 39 | 2062 | 1732 | 422 | 215 | 466 | 203 | 296 | 253 | 196 | 142 | 889 | 364 | 574 | 525 | 381 | 253 | 187 | 21v | 190 | 150 |
| 10.00 - 10.30 | | | | A | 26.5 | 40 | 2062 | 1687 | 419 | 218 | 473 | 225 | 322 | 273 | 187 | 127 | 921 | 407 | 609 | 558 | 381 | 253 | 160 | 29^ | 133 | 113^ |
| 10.30 - 11.00 | | | | A | 25.1 | 39 | 1953 | 1594 | 396 | 219 | 448 | 214 | 303 | 261 | 180 | 118^ | 926 | 416 | 626 | 561 | 373 | 250 | 144 | 18v | 76^ | 66^ |
| 11.00 - 11.30 | | | | A | 25.1 | 44 | 1953 | 1635 | 378 | 193 | 436 | 219 | 304 | 252 | 165 | 107^ | 979 | 459 | 688 | 606 | 388 | 242 | 163 | 30v | 57^ | 49^ |
| 11.30 - 12.00 | | | | A | 25.1 | 52 | 1953 | 1608 | 366 | 191 | 431 | 196 | 282 | 240 | 169 | 122 | 973 | 459 | 677 | 591 | 374 | 248 | 169 | 34^ | 35^ | 35^ |
| ABC SUNDAY NIGHT MOVIE | 9 | | 200 | A | 24.6 | 37 | 1914 | 1945 | 662 | 314 | 749 | 323 | 516 | 457 | 319 | 171 | 852 | 399 | 594 | 517 | 348 | 181 | 208 | 86^ | 136 | 106^ |
| 2 SUN. 9.00P 120 ABC FF | | | 99 | B | 21.0 | 32 | 1634 | 1945 | 743 | 339 | 822 | 383 | 589 | 480 | 360 | 171 | 700 | 326 | 501 | 436 | 306 | 146 | 235 | 106 | 188 | 140 |
| 9.00 - 9.30 | | | | A | 22.0 | 31 | 1712 | 1956 | 666 | 308 | 751 | 313 | 514 | 446 | 330 | 178 | 841 | 384 | 567 | 480 | 352 | 195 | 196 | 87^ | 168 | 121^ |
| 9.30 - 10.00 | | | | A | 24.6 | 35 | 1914 | 1946 | 652 | 301 | 734 | 321 | 504 | 448 | 314 | 171 | 850 | 393 | 591 | 519 | 352 | 185 | 193 | 82^ | 169 | 124^ |
| 10.00 - 10.30 | | | | A | 26.2 | 40 | 2038 | 1938 | 667 | 312 | 756 | 335 | 527 | 467 | 316 | 165 | 852 | 407 | 606 | 529 | 343 | 170 | 210 | 82^ | 120 | 100^ |
| 10.30 - 11.00 | | | | A | 25.7 | 42 | 1999 | 1927 | 667 | 331 | 752 | 322 | 515 | 464 | 316 | 174 | 861 | 408 | 603 | 534 | 347 | 177 | 224 | 91^ | 90^ | 82^ |
| ABC WORLD NEWS TONIGHT | 49 | 198 | 197 | A | 12.6 | 22 | 980 | 1664 | 690 | 218 | 783 | 184 | 318 | 298 | 365 | 402 | 660 | 173 | 289 | 309 | 339 | 288 | 118 | 59^ | 103 | 59^ |
| M-F 6.30P 30 ABC N | | 99 | 98 | B | 12.0 | 22 | 934 | 1630 | 684 | 227 | 766 | 189 | 321 | 315 | 367 | 375 | 649 | 178 | 308 | 318 | 319 | 272 | 90 | 48 | 125 | 74 |
| ABC WRLD NEWS TONIGHT-SUN | 9 | 151 | 155 | A | 9.2 | 15 | 716 | 1751 | 714 | 230 | 776 | 147^ | 300 | 359 | 377 | 373 | 761 | 243 | 383 | 337 | 299 | 304 | 125^ | 79^ | 89^ | 54^ |
| SUN. 6.30P 30 ABC N | | 83 | 83 | B | 7.8 | 14 | 607 | 1682 | 744 | 262 | 793 | 183 | 319 | 355 | 362 | 386 | 658 | 185 | 304 | 291 | 276 | 295 | 94 | 48 | 137 | 85 |
| ALAN KING'S THANKSGVNG SP(S) | | 206 | | A | 15.8 | 25 | 1229 | 1593 | 635 | 285 | 688 | 215 | 352 | 366 | 341 | 264 | 722 | 301 | 415 | 372 | 287 | 241 | 115^ | 64^ | 68^ | 68^ |
| 1 TUE. 10.00P 60 NBC CV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 16.3 | 25 | 1268 | 1661 | 644 | 305 | 706 | 216 | 365 | 369 | 352 | 273 | 750 | 325 | 441 | 405 | 296 | 237 | 132^ | 69^ | 73^ | 73^ |
| 10.30 - 11.00 | | | | A | 15.3 | 25 | 1190 | 1513 | 623 | 261 | 667 | 215 | 337 | 364 | 328 | 252 | 685 | 272 | 383 | 339 | 277 | 240 | 96^ | 58^ | 65^ | 65^ |
| ALICE | 6 | 187 | 188 | A | 21.3 | 30 | 1657 | 1768 | 808 | 262 | 904 | 225 | 384 | 405 | 428 | 432 | 595 | 125 | 293 | 299 | 334 | 263 | 140 | 78 | 129 | 95 |
| 1 SUN. 9.00P 30 CBS CS | | 96 | 96 | B | 24.4 | 34 | 1898 | 1811 | 822 | 274 | 902 | 239 | 424 | 416 | 411 | 406 | 576 | 134 | 261 | 268 | 286 | 266 | 138 | 71 | 195 | 143 |
| 2 SUN. 9.15P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL STAR PARTY/J. LEMMON(S) | | | 181 | A | 15.8 | 26 | 1229 | 1413 | 743 | 234 | 805 | 154^ | 343 | 389 | 422 | 373 | 542 | 102^ | 217 | 285 | 315 | 243 | 35v | 25v | 31v | 22v |
| 2 WED. 10.00P 60 CBS AC | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 16.4 | 27 | 1276 | 1440 | 753 | 240 | 817 | 154^ | 356 | 411 | 432 | 367 | 549 | 90^ | 211 | 288 | 328 | 248 | 37v | 29v | 37v | 25v |
| 10.30 - 11.00 | | | | A | 15.1 | 26 | 1175 | 1383 | 734 | 227 | 794 | 153^ | 332 | 366 | 414 | 378 | 534 | 115^ | 224 | 281 | 300 | 237 | 31v | 20v | 24v | 16v |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ARCHIE BUNKER'S PLACE | 6 | 191 | 195 | A | 22.0 | 32 | 1712 | 1796 | 768 | 261 | 853 | 208 | 328 | 333 | 397 | 431 | 689 | 149 | 314 | 341 | 372 | 307 | 87 | 53^ | 167 | 132 |
| 1 SUN. 8.00P 30 CBS CS | | 98 | 99 | B | 23.5 | 34 | 1828 | 1871 | 821 | 281 | 911 | 232 | 408 | 396 | 417 | 421 | 655 | 148 | 294 | 315 | 335 | 295 | 120 | 62 | 185 | 136 |
| 2 SUN. 8.15P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ASPHALT COWBOY(S) | | | 195 | A | 11.7 | 18 | 910 | 1736 | 624 | 257^ | 651 | 274 | 365 | 281 | 243^ | 226^ | 739 | 262 | 470 | 474 | 404 | 203^ | 244^ | 96^ | 102^ | 55v |
| 2 SUN. 10.00P 60 NBC GD | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 11.6 | 18 | 902 | 1777 | 628 | 266 | 656 | 272 | 377 | 281 | 252^ | 222^ | 745 | 258^ | 453 | 457 | 398 | 219^ | 249^ | 114^ | 127^ | 67v |
| 10.30 - 11.00 | | | | A | 11.7 | 19 | 910 | 1698 | 622 | 251^ | 649 | 280 | 355 | 283 | 233^ | 230^ | 736 | 266 | 489 | 489 | 411 | 191^ | 240^ | 77^ | 73^ | 42v |
| BARBARA MANDRELL | 2 | 193 | 184 | A | 17.7 | 30 | 1377 | 1911 | 806 | 309 | 910 | 209 | 436 | 424 | 464 | 388 | 678 | 159 | 352 | 342 | 368 | 275 | 88 | 48^ | 235 | 147 |
| SAT. 8.00P 60 NBC GV | | 96 | 94 | B | 17.7 | 30 | 1377 | 1911 | 806 | 309 | 910 | 209 | 436 | 424 | 464 | 388 | 678 | 159 | 352 | 342 | 368 | 275 | 88 | 48 | 235 | 147 |
| 8.00 - 8.30 | | | | A | 17.6 | 30 | 1369 | 1896 | 788 | 299 | 902 | 214 | 434 | 404 | 442 | 386 | 677 | 165 | 349 | 331 | 353 | 281 | 88 | 46^ | 229 | 142 |
| 8.30 - 9.00 | | | | A | 17.8 | 30 | 1385 | 1920 | 824 | 318 | 916 | 202 | 438 | 443 | 484 | 388 | 678 | 151 | 357 | 354 | 384 | 269 | 85^ | 48^ | 241 | 153 |
| BARBARA WALTERS SPECIAL(S) | | | 192 | A | 27.7 | 45 | 2155 | 1458 | 698 | 304 | 741 | 274 | 451 | 389 | 363 | 225 | 543 | 220 | 315 | 297 | 219 | 174 | 86^ | 41^ | 88^ | 72^ |
| 2 TUE. 10.00P 60 ABC CC | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 27.3 | 43 | 2124 | 1460 | 694 | 304 | 743 | 273 | 445 | 384 | 361 | 231 | 528 | 213 | 305 | 288 | 200 | 169 | 87^ | 37^ | 102^ | 83^ |
| 10.30 - 11.00 | | | | A | 28.1 | 46 | 2186 | 1448 | 697 | 302 | 735 | 274 | 454 | 394 | 362 | 216 | 554 | 226 | 324 | 305 | 237 | 178 | 84^ | 45^ | 75^ | 63^ |
| BARNEY MILLER | 4 | 200 | | A | 15.7 | 28 | 1221 | 2348 | 888 | 417 | 960 | 458 | 646 | 481 | 376 | 237 | 814 | 375 | 580 | 441 | 367 | 183^ | 290 | 146^ | 284 | 234 |
| 1 THU. 9.00P 30 ABC CS | | 98 | | B | 18.5 | 30 | 1439 | 1835 | 737 | 294 | 811 | 321 | 488 | 429 | 351 | 251 | 624 | 243 | 400 | 345 | 290 | 183 | 180 | 92 | 220 | 166 |
| BATTLE OF BEVERLY HILLS(S) | | | 189 | A | 13.4 | 20 | 1043 | 1843 | 819 | 290 | 853 | 274 | 494 | 426 | 410 | 322 | 505 | 186^ | 234 | 209^ | 233 | 228 | 218^ | 102^ | 267 | 206^ |
| 2 TUE. 8.00P 120 NBC SE | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | WK 1 | WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS TOTAL | TEENS FEM. | CHILDREN TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 8.00 - 8.30 | | | | A | 13.3 | 20 | 1035 | 1792 | 813 | 264 | 851 | 251 | 452 | 385 | 401 | 360 | 504 | 161^ | 212^ | 193^ | 241 | 255 | 203^ | 99^ | 234 | 150^ |
| 8.30 - 9.00 | | | | A | 14.1 | 21 | 1097 | 1967 | 834 | 301 | 871 | 281 | 492 | 433 | 415 | 334 | 567 | 215^ | 293 | 270 | 240 | 236 | 221 | 97^ | 308 | 222 |
| 9.00 - 9.30 | | | | A | 13.2 | 20 | 1027 | 1902 | 831 | 310 | 868 | 297 | 540 | 460 | 426 | 297 | 487 | 194^ | 220^ | 192^ | 224^ | 223^ | 234 | 103^ | 313 | 271 |
| 9.30 - 10.00 | | | | A | 12.8 | 20 | 996 | 1729 | 806 | 289 | 832 | 279 | 504 | 427 | 394 | 301 | 465 | 178^ | 214^ | 180^ | 228^ | 202^ | 220^ | 109^ | 212^ | 188^ |
| BATTLE-NETWORK STARS(S) | | | 196 | A | 18.0 | 30 | 1400 | 1901 | 681 | 220 | 738 | 213 | 401 | 379 | 354 | 270 | 631 | 217 | 329 | 344 | 281 | 232 | 217 | 86^ | 315 | 249 |
| 2 FRI. 8.00P 120 ABC SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.2 | 28 | 1260 | 1947 | 655 | 224 | 726 | 194 | 377 | 341 | 339 | 294 | 645 | 212 | 317 | 344 | 292 | 250 | 244 | 106^ | 332 | 235 |
| 8.30 - 9.00 | | | | A | 18.2 | 30 | 1416 | 2002 | 695 | 231 | 740 | 196 | 394 | 366 | 356 | 288 | 655 | 215 | 343 | 350 | 306 | 246 | 261 | 95^ | 346 | 278 |
| 9.00 - 9.30 | | | | A | 19.1 | 31 | 1486 | 1851 | 685 | 216 | 744 | 238 | 412 | 395 | 354 | 257 | 613 | 221 | 326 | 327 | 261 | 228 | 191 | 73^ | 303 | 257 |
| 9.30 - 10.00 | | | | A | 18.4 | 30 | 1432 | 1814 | 682 | 211 | 738 | 221 | 421 | 402 | 359 | 247 | 620 | 219 | 330 | 350 | 272 | 212 | 179 | 75^ | 277 | 221 |
| BENSON | 5 | 186 | | A | 16.5 | 27 | 1284 | 1826 | 838 | 347 | 855 | 234 | 418 | 475 | 469 | 311 | 615 | 142^ | 268 | 305 | 349 | 254 | 194 | 90^ | 162^ | 131^ |
| 1 FRI. 8.00P 30 ABC CS | | 94 | | B | 17.0 | 29 | 1323 | 1736 | 774 | 302 | 830 | 234 | 399 | 416 | 420 | 327 | 542 | 153 | 271 | 260 | 275 | 219 | 163 | 91 | 201 | 147 |
| BIG EVENT | 11 | 197 | | A | 16.8 | 25 | 1307 | 2073 | 546 | 261 | 617 | 323 | 485 | 421 | 230 | 87^ | 718 | 336 | 529 | 476 | 324 | 119^ | 260 | 144^ | 478 | 290 |
| 1 SUN. 7.05P 180 NBC FV | | 98 | | B | 19.7 | 30 | 1533 | 1855 | 709 | 314 | 783 | 304 | 505 | 458 | 371 | 210 | 769 | 309 | 513 | 455 | 373 | 194 | 151 | 67 | 152 | 96 |
| 7.00 - 7.30 | | | | A | 13.3 | 20 | 1035 | 2028 | 478 | 219^ | 509 | 257 | 424 | 381 | 219^ | 51v | 702 | 355 | 538 | 448 | 294 | 114^ | 258 | 92^ | 559 | 363 |
| 7.30 - 8.00 | | | | A | 15.4 | 23 | 1198 | 2173 | 503 | 276 | 630 | 358 | 491 | 361 | 204 | 100^ | 707 | 350 | 526 | 424 | 304 | 126^ | 298 | 127^ | 538 | 332 |
| 8.00 - 8.30 | | | | A | 16.9 | 25 | 1315 | 2109 | 530 | 252 | 601 | 293 | 460 | 409 | 232 | 95^ | 677 | 314 | 495 | 451 | 314 | 108^ | 256 | 169^ | 575 | 388 |
| 8.30 - 9.00 | | | | A | 17.8 | 25 | 1385 | 2122 | 500 | 241 | 554 | 257 | 420 | 413 | 231 | 81^ | 715 | 333 | 535 | 499 | 333 | 97^ | 291 | 185 | 562 | 343 |
| 9.00 - 9.30 | | | | A | 18.5 | 26 | 1439 | 2029 | 593 | 256 | 652 | 366 | 512 | 442 | 215 | 94^ | 725 | 321 | 514 | 487 | 329 | 136^ | 241 | 138^ | 411 | 225 |
| 9.30 - 10.00 | | | | A | 18.5 | 27 | 1439 | 2006 | 616 | 301 | 688 | 379 | 558 | 462 | 249 | 86^ | 757 | 353 | 548 | 515 | 335 | 129^ | 233 | 137^ | 328 | 162^ |
| BOSOM BUDDIES | 2 | 199 | 183 | A | 18.2 | 31 | 1416 | 2124 | 662 | 352 | 777 | 372 | 550 | 427 | 305 | 187 | 733 | 359 | 563 | 458 | 319 | 132 | 315 | 128 | 299 | 244 |
| THU. 8.30P 30 ABC CS | | 99 | 97 | B | 18.2 | 31 | 1416 | 2124 | 662 | 352 | 777 | 372 | 550 | 427 | 305 | 187 | 733 | 359 | 563 | 458 | 319 | 132 | 315 | 128 | 299 | 244 |
| BREAKING AWAY | 2 | 196 | 191 | A | 14.1 | 24 | 1097 | 1989 | 715 | 265 | 775 | 296 | 491 | 412 | 338 | 240 | 584 | 216 | 356 | 326 | 287 | 159 | 278 | 164 | 352 | 234 |
| SAT. 8.00P 60 ABC CS | | 98 | 97 | B | 14.1 | 24 | 1097 | 1989 | 715 | 265 | 775 | 296 | 491 | 412 | 338 | 240 | 584 | 216 | 356 | 326 | 287 | 159 | 278 | 164 | 352 | 234 |
| 8.00 - 8.30 | | | | A | 12.8 | 22 | 996 | 1951 | 705 | 245 | 762 | 273 | 460 | 392 | 339 | 257 | 587 | 206 | 345 | 326 | 293 | 168 | 269 | 157 | 333 | 228 |
| 8.30 - 9.00 | | | | A | 15.5 | 26 | 1206 | 1998 | 713 | 274 | 774 | 310 | 508 | 424 | 332 | 222 | 578 | 224 | 362 | 324 | 276 | 150 | 285 | 170 | 361 | 237 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CASPER'S FIRST CHRISTMAS(S) | | | 188 | A | 14.2 | 24 | 1105 | 1951 | 630 | 173^ | 673 | 321 | 433 | 383 | 262 | 209^ | 410 | 135^ | 228 | 230 | 210^ | 168^ | 145^ | 79^ | 723 | 407 |
| 2 FRI. 8.00P 30 NBC EA | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-CRONKITE | 50 | 196 | 197 | A | 15.6 | 27 | 1214 | 1593 | 696 | 188 | 767 | 128 | 268 | 309 | 369 | 411 | 674 | 127 | 306 | 306 | 362 | 314 | 62 | 32^ | 90 | 66 |
| M-F 6.30P 30 CBS N | | 99 | 99 | B | 14.7 | 27 | 1144 | 1547 | 695 | 210 | 760 | 144 | 275 | 317 | 365 | 403 | 621 | 126 | 279 | 283 | 328 | 294 | 74 | 36 | 92 | 58 |
| CBS EVENING NEWS-DEAN | 6 | 160 | | A | 10.4 | 17 | 809 | 1598 | 746 | 293 | 841 | 159^ | 317 | 288^ | 414 | 465 | 606 | 93^ | 224^ | 249^ | 313 | 325 | 27v | LT | 124^ | 103^ |
| 1 SUN. 6.30P 30 CBS N | | 86 | | B | 9.7 | 17 | 755 | 1586 | 707 | 235 | 778 | 169 | 303 | 312 | 329 | 409 | 632 | 134 | 272 | 310 | 309 | 295 | 69 | 31 | 107 | 74 |
| CBS SAT. NEWS-SCHIEFFER | 12 | 138 | 138 | A | 13.3 | 24 | 1035 | 1586 | 697 | 205 | 763 | 146 | 268 | 308 | 338 | 425 | 650 | 104^ | 255 | 292 | 337 | 333 | 91^ | 53^ | 82^ | 33^ |
| SAT. 6.30P 30 CBS N | | 84 | 84 | B | 10.6 | 21 | 825 | 1572 | 680 | 168 | 747 | 125 | 241 | 280 | 334 | 429 | 667 | 154 | 292 | 283 | 324 | 312 | 63 | 30 | 95 | 51 |
| CBS SATURDAY NIGHT MOVIE | 20 | 188 | | A | 13.5 | 23 | 1050 | 1657 | 701 | 328 | 774 | 267 | 464 | 435 | 365 | 244 | 704 | 203^ | 372 | 419 | 335 | 239 | 72^ | 50v | 107^ | 102^ |
| 1 SAT. 9.00P 120 CBS FF | | 98 | | B | 12.8 | 24 | 996 | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 12.9 | 21 | 1004 | 1585 | 666 | 353 | 778 | 298 | 482 | 431 | 346 | 234^ | 655 | 193^ | 352 | 390 | 311 | 225^ | 72^ | 48v | 80^ | 80^ |
| 9.30 - 10.00 | | | | A | 12.6 | 21 | 980 | 1779 | 766 | 394 | 849 | 329 | 541 | 494 | 376 | 237^ | 712 | 210^ | 374 | 431 | 330 | 247 | 69^ | 50v | 149^ | 128^ |
| 10.00 - 10.30 | | | | A | 13.9 | 25 | 1081 | 1618 | 681 | 294 | 731 | 231 | 424 | 403 | 351 | 249 | 715 | 207^ | 382 | 427 | 341 | 238 | 77^ | 51v | 95^ | 95^ |
| 10.30 - 11.00 | | | | A | 14.8 | 26 | 1151 | 1619 | 679 | 271 | 730 | 217 | 413 | 408 | 369 | 249 | 717 | 197^ | 369 | 419 | 350 | 243 | 69^ | 51v | 103^ | 103^ |
| CBS WEDNESDAY NIGHT MOVIE | 5 | 181 | | A | 18.1 | 30 | 1408 | 1923 | 728 | 271 | 848 | 295 | 504 | 448 | 380 | 275 | 614 | 160^ | 323 | 339 | 363 | 227 | 129^ | 54^ | 332 | 213 |
| 1 WED. 9.00P 120 CBS FF | | 96 | | B | 20.0 | 32 | 1556 | 1761 | 752 | 268 | 831 | 293 | 497 | 446 | 399 | 260 | 609 | 209 | 350 | 331 | 291 | 201 | 163 | 76 | 158 | 116 |
| 9.00 - 9.30 | | | | A | 16.9 | 27 | 1315 | 1951 | 753 | 256 | 853 | 285 | 511 | 476 | 382 | 275 | 613 | 168^ | 314 | 318 | 330 | 240 | 113^ | 53^ | 372 | 216 |
| 9.30 - 10.00 | | | | A | 18.1 | 29 | 1408 | 1980 | 751 | 296 | 869 | 285 | 503 | 455 | 400 | 289 | 624 | 149^ | 321 | 348 | 376 | 234 | 133^ | 48^ | 354 | 229 |
| 10.00 - 10.30 | | | | A | 18.9 | 31 | 1470 | 1893 | 719 | 265 | 848 | 303 | 502 | 435 | 381 | 276 | 604 | 153^ | 318 | 338 | 369 | 226 | 139^ | 57^ | 302 | 200 |
| 10.30 - 11.00 | | | | A | 18.5 | 31 | 1439 | 1867 | 695 | 266 | 826 | 301 | 501 | 435 | 364 | 256 | 608 | 170 | 338 | 347 | 371 | 205 | 127^ | 58^ | 306 | 209 |
| CHARLIE BROWN THANKSGIV.(S) | | 194 | | A | 20.1 | 30 | 1564 | 1987 | 571 | 198 | 656 | 306 | 391 | 366 | 210 | 207 | 423 | 226 | 278 | 244 | 116^ | 111^ | 193 | 108^ | 715 | 389 |
| 1 TUE. 8.00P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARLIE'S ANGELS | 2 | 198 | 192 | A | 20.2 | 30 | 1572 | 1924 | 668 | 337 | 748 | 294 | 475 | 433 | 377 | 190 | 721 | 262 | 433 | 385 | 354 | 223 | 253 | 145 | 202 | 148 |
| 1 SUN. 8.00P 180 ABC PD | | 98 | 97 | B | 20.2 | 30 | 1572 | 1924 | 668 | 337 | 748 | 294 | 475 | 433 | 377 | 190 | 721 | 262 | 433 | 385 | 354 | 223 | 253 | 145 | 202 | 148 |
| 2 SUN. 8.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.0 | 24 | 1245 | 1978 | 643 | 344 | 738 | 277 | 471 | 415 | 376 | 196 | 716 | 275 | 441 | 370 | 346 | 220 | 242 | 135 | 282 | 193 |
| 8.30 - 9.00 | | | | A | 18.2 | 26 | 1416 | 1931 | 618 | 339 | 715 | 275 | 466 | 409 | 367 | 180 | 718 | 282 | 446 | 377 | 349 | 214 | 261 | 141 | 237 | 169 |
| 9.00 - 9.30 | | | | A | 22.1 | 31 | 1719 | 1945 | 691 | 391 | 784 | 317 | 523 | 483 | 393 | 177 | 717 | 249 | 439 | 402 | 371 | 210 | 273 | 160 | 171 | 134^ |
| 9.30 - 10.00 | | | | A | 22.5 | 32 | 1751 | 1860 | 665 | 333 | 734 | 288 | 468 | 430 | 372 | 176 | 724 | 252 | 430 | 391 | 364 | 221 | 263 | 159 | 139 | 106^ |
| 10.00 - 10.30 | | | | A | 24.2 | 37 | 1883 | 1894 | 704 | 307 | 765 | 314 | 471 | 435 | 373 | 203 | 712 | 248 | 405 | 381 | 337 | 233 | 236 | 139 | 181 | 132 |
| 10.30 - 11.00 | | | | A | 24.7 | 41 | 1922 | 1892 | 722 | 305 | 774 | 308 | 471 | 443 | 388 | 210 | 730 | 244 | 412 | 394 | 359 | 240 | 237 | 133 | 151 | 119^ |
| CHIPS | 1 | | 207 | A | 18.4 | 26 | 1432 | 2069 | 686 | 230 | 751 | 294 | 453 | 367 | 314 | 250 | 668 | 269 | 451 | 399 | 312 | 174 | 274 | 133^ | 376 | 260 |
| 2 SUN. 8.00P 120 NBC OP | | | 99 | B | 18.4 | 26 | 1432 | 2069 | 686 | 230 | 751 | 294 | 453 | 367 | 314 | 250 | 668 | 269 | 451 | 399 | 312 | 174 | 274 | 133 | 376 | 260 |
| 8.00 - 8.30 | | | | A | 18.4 | 27 | 1432 | 2074 | 677 | 227 | 742 | 273 | 439 | 374 | 324 | 263 | 620 | 246 | 416 | 363 | 278 | 168 | 271 | 142^ | 441 | 315 |
| 8.30 - 9.00 | | | | A | 19.3 | 28 | 1502 | 2063 | 674 | 219 | 735 | 287 | 448 | 378 | 307 | 248 | 650 | 260 | 452 | 400 | 308 | 159 | 272 | 151^ | 406 | 288 |
| 9.00 - 9.30 | | | | A | 18.4 | 26 | 1432 | 2052 | 700 | 238 | 770 | 310 | 466 | 378 | 318 | 242 | 696 | 285 | 470 | 423 | 327 | 181 | 242 | 117^ | 344 | 233 |
| 9.30 - 10.00 | | | | A | 17.4 | 25 | 1354 | 2086 | 696 | 238 | 762 | 305 | 457 | 335 | 307 | 253 | 715 | 285 | 467 | 415 | 340 | 194 | 307 | 121^ | 302 | 200 |
| CHRISTMAS-GRAND OLE OPRY(S) | | | 200 | A | 10.0 | 17 | 778 | 1752 | 760 | 208^ | 797 | 205^ | 433 | 483 | 431 | 275^ | 681 | 173^ | 391 | 410 | 410 | 208^ | 134^ | 65v | 140^ | 98^ |
| 2 FRI. 10.00P 60 ABC GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 10.8 | 18 | 840 | 1818 | 779 | 205^ | 813 | 234^ | 456 | 503 | 422 | 266^ | 667 | 169^ | 389 | 399 | 396 | 207^ | 146^ | 66v | 192^ | 138^ |
| 10.30 - 11.00 | | | | A | 9.2 | 16 | 716 | 1659 | 734 | 207^ | 771 | 169^ | 400 | 455 | 438 | 285^ | 699 | 178^ | 394 | 425 | 426 | 209^ | 115^ | 62v | 74v | 48v |
| COUNTRY CHRISTMAS(S) | | | 196 | A | 19.8 | 32 | 1540 | 1502 | 801 | 343 | 862 | 255 | 473 | 489 | 466 | 284 | 479 | 126^ | 245 | 275 | 266 | 168 | 115^ | 59^ | 46^ | 27v |
| 2 MON. 10.00P 60 CBS GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 20.8 | 32 | 1618 | 1513 | 796 | 347 | 859 | 256 | 463 | 488 | 463 | 289 | 493 | 136^ | 256 | 275 | 265 | 177 | 116^ | 58^ | 45^ | 24v |
| 10.30 - 11.00 | | | | A | 18.8 | 31 | 1463 | 1481 | 804 | 335 | 860 | 253 | 481 | 490 | 464 | 277 | 460 | 115^ | 231 | 272 | 264 | 157^ | 114^ | 60^ | 47^ | 29v |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CRYSTAL(S) | | | 188 | A | 13.9 | 20 | 1081 | 1606 | 756 | 217^ | 809 | 254 | 400 | 411 | 374 | 324 | 493 | 155^ | 279 | 252 | 254 | 182^ | 162^ | 89^ | 142^ | 86^ |
| 2 THU. 9.00P 60 CBS GV | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.7 | 21 | 1144 | 1649 | 756 | 198^ | 811 | 235 | 390 | 397 | 383 | 335 | 508 | 160^ | 292 | 259 | 269 | 178^ | 172^ | 90^ | 158^ | 87^ |
| 9.30 - 10.00 | | | | A | 13.1 | 19 | 1019 | 1545 | 754 | 238 | 802 | 270 | 408 | 423 | 365 | 309 | 469 | 148^ | 262 | 239 | 235 | 182^ | 149^ | 87^ | 125^ | 84^ |
| DALLAS | 5 | 206 | 206 | A | 35.7 | 60 | 2777 | 1918 | 829 | 292 | 918 | 347 | 537 | 485 | 399 | 307 | 663 | 259 | 401 | 347 | 287 | 216 | 151 | 93 | 186 | 141 |
| FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 39.7 | 63 | 3089 | 1947 | 841 | 312 | 936 | 360 | 563 | 501 | 407 | 301 | 649 | 257 | 394 | 346 | 285 | 209 | 172 | 98 | 190 | 149 |
| 10.00 - 10.30 | | | | A | 35.4 | 58 | 2754 | 1927 | 830 | 290 | 915 | 347 | 538 | 488 | 397 | 306 | 663 | 258 | 397 | 341 | 288 | 220 | 149 | 93 | 200 | 146 |
| 10.30 - 11.00 | | | | A | 35.9 | 60 | 2793 | 1912 | 831 | 293 | 922 | 348 | 536 | 486 | 400 | 308 | 667 | 260 | 405 | 352 | 291 | 216 | 153 | 94 | 170 | 137 |
| DIFF'RENT STROKES | 4 | 210 | 186 | A | 18.9 | 29 | 1470 | 1961 | 741 | 301 | 810 | 249 | 414 | 400 | 359 | 327 | 624 | 197 | 355 | 318 | 306 | 233 | 196 | 65^ | 331 | 254 |
| 1 WED. 9.00P 30 NBC CS | | 99 | 95 | B | 20.0 | 31 | 1556 | 1904 | 765 | 307 | 819 | 234 | 421 | 404 | 392 | 328 | 554 | 152 | 289 | 262 | 270 | 235 | 233 | 92 | 298 | 228 |
| 2 WED. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.8 | 29 | 1463 | 2034 | 784 | 317 | 852 | 252 | 423 | 413 | 382 | 356 | 633 | 202 | 360 | 320 | 303 | 238 | 204 | 66^ | 345 | 264 |
| 9.30 - 10.00 | | | | A | 18.9 | 29 | 1470 | 1837 | 661 | 272 | 737 | 250 | 400 | 380 | 318 | 274 | 619 | 195 | 355 | 323 | 312 | 226 | 178 | 63^ | 303 | 236 |
| DR. SEUSS-GRINCH-XMAS(S) | | 198 | | A | 17.7 | 29 | 1377 | 2322 | 671 | 143^ | 829 | 349 | 446 | 341 | 292 | 309 | 624 | 280 | 387 | 297 | 212 | 211 | 196 | 107^ | 673 | 362 |
| 1 FRI. 8.00P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| DUKES OF HAZZARD | 4 | 202 | 199 | A | 23.8 | 39 | 1852 | 2079 | 728 | 259 | 809 | 256 | 418 | 403 | 388 | 304 | 682 | 204 | 366 | 337 | 357 | 268 | 173 | 90 | 415 | 278 |
| FRI. 9.00P 60 CBS CS | | 98 | 99 | B | 27.2 | 43 | 2116 | 2134 | 747 | 285 | 824 | 282 | 483 | 442 | 395 | 271 | 658 | 210 | 380 | 343 | 341 | 233 | 194 | 92 | 458 | 328 |
| 9.00 - 9.30 | | | | A | 22.3 | 36 | 1735 | 2076 | 727 | 244 | 805 | 253 | 411 | 393 | 382 | 311 | 669 | 197 | 357 | 330 | 359 | 266 | 167 | 90 | 435 | 290 |
| 9.30 - 10.00 | | | | A | 25.4 | 42 | 1976 | 2071 | 726 | 268 | 807 | 256 | 422 | 412 | 394 | 294 | 692 | 211 | 375 | 342 | 355 | 269 | 177 | 90 | 395 | 269 |
| EIGHT IS ENOUGH | 5 | 204 | | A | 16.0 | 26 | 1245 | 1957 | 803 | 273 | 900 | 436 | 612 | 446 | 343 | 249 | 469 | 207 | 276 | 211 | 165^ | 180^ | 224 | 169^ | 364 | 246 |
| 1 WED. 8.00P 60 ABC CS | | 99 | | B | 18.8 | 29 | 1463 | 1905 | 777 | 321 | 872 | 381 | 562 | 478 | 337 | 255 | 522 | 233 | 326 | 255 | 187 | 169 | 212 | 140 | 299 | 200 |
| 8.00 - 8.30 | | | | A | 15.2 | 25 | 1183 | 1922 | 804 | 284 | 896 | 421 | 600 | 445 | 350 | 258 | 455 | 198^ | 267 | 199 | 169^ | 177^ | 206 | 152^ | 365 | 240 |
| 8.30 - 9.00 | | | | A | 16.7 | 27 | 1299 | 1991 | 804 | 262 | 906 | 454 | 627 | 450 | 334 | 239 | 480 | 215 | 285 | 221 | 162^ | 183 | 239 | 184 | 366 | 252 |
| ENOS | 3 | 194 | | A | 16.4 | 27 | 1276 | 1965 | 578 | 216 | 658 | 208 | 403 | 399 | 336 | 177^ | 638 | 202 | 402 | 351 | 334 | 181^ | 235 | 99^ | 434 | 298 |
| 1 WED. 8.00P 60 CBS CS | | 99 | | B | 17.2 | 27 | 1338 | 2049 | 633 | 230 | 684 | 213 | 405 | 393 | 354 | 209 | 649 | 201 | 404 | 369 | 362 | 194 | 253 | 93 | 463 | 321 |
| 8.00 - 8.30 | | | | A | 16.1 | 27 | 1253 | 1957 | 579 | 213 | 664 | 222 | 398 | 388 | 324 | 182^ | 636 | 211 | 405 | 340 | 319 | 182^ | 223 | 94^ | 434 | 301 |
| 8.30 - 9.00 | | | | A | 16.6 | 27 | 1291 | 1974 | 582 | 219 | 656 | 198 | 409 | 411 | 345 | 174^ | 641 | 195 | 400 | 364 | 348 | 179^ | 241 | 101^ | 436 | 300 |
| FACTS OF LIFE | 2 | 204 | | A | 18.3 | 29 | 1424 | 2103 | 830 | 339 | 900 | 263 | 400 | 395 | 383 | 425 | 669 | 231 | 406 | 330 | 297 | 234 | 211 | 95^ | 323 | 269 |
| 1 WED. 9.30P 30 NBC CS | | 98 | | B | 19.1 | 30 | 1486 | 2019 | 806 | 328 | 872 | 264 | 452 | 445 | 408 | 359 | 614 | 176 | 339 | 309 | 303 | 240 | 273 | 126 | 260 | 214 |
| FAMILY CIRCUS CHRISTMAS(S) | | | 186 | A | 15.0 | 25 | 1167 | 1955 | 644 | 168^ | 688 | 306 | 443 | 399 | 266 | 215 | 416 | 142^ | 236 | 219 | 219 | 164^ | 132^ | 85^ | 719 | 432 |
| 2 FRI. 8.30P 30 NBC EA | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| FANTASY ISLAND | 7 | 192 | 194 | A | 20.9 | 37 | 1626 | 1929 | 745 | 270 | 808 | 315 | 488 | 440 | 349 | 256 | 625 | 272 | 424 | 360 | 268 | 170 | 263 | 143 | 233 | 173 |
| SAT. 10.00P 60 ABC A | | 97 | 97 | B | 21.3 | 38 | 1657 | 1894 | 751 | 305 | 839 | 354 | 536 | 457 | 352 | 244 | 589 | 257 | 394 | 328 | 246 | 163 | 213 | 116 | 253 | 198 |
| 10.00 - 10.30 | | | | A | 21.0 | 37 | 1634 | 1939 | 744 | 272 | 811 | 316 | 489 | 444 | 351 | 256 | 622 | 265 | 421 | 357 | 270 | 172 | 262 | 142 | 244 | 186 |
| 10.30 - 11.00 | | | | A | 20.8 | 37 | 1618 | 1910 | 741 | 265 | 800 | 311 | 487 | 432 | 344 | 254 | 627 | 279 | 426 | 359 | 264 | 170 | 264 | 146 | 219 | 160 |
| FLO | 5 | 194 | 179 | A | 18.0 | 26 | 1400 | 1671 | 711 | 237 | 806 | 216 | 405 | 398 | 364 | 336 | 488 | 149 | 268 | 261 | 242 | 180 | 155 | 67^ | 222 | 162 |
| 1 MON. 8.00P 60 CBS CS | | 99 | 96 | B | 18.8 | 27 | 1463 | 1734 | 716 | 236 | 807 | 222 | 409 | 395 | 376 | 332 | 497 | 143 | 265 | 265 | 248 | 187 | 165 | 80 | 265 | 178 |
| 2 MON. 8.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 17.0 | 25 | 1323 | 1690 | 690 | 217 | 777 | 209 | 375 | 369 | 343 | 341 | 485 | 144 | 267 | 259 | 246 | 179 | 175 | 75^ | 253 | 190 |
| 8.30 - 9.00 | | | | A | 19.9 | 28 | 1548 | 1640 | 748 | 275 | 855 | 228 | 456 | 451 | 404 | 327 | 496 | 159 | 271 | 266 | 237 | 182 | 121^ | 51^ | 168 | 109^ |
| FREEBIE AND THE BEAN | 1 | | 183 | A | 11.5 | 20 | 895 | 1779 | 640 | 238^ | 685 | 245^ | 361 | 375 | 310 | 253^ | 590 | 167^ | 286 | 325 | 301 | 219^ | 152^ | 54v | 352 | 293 |
| 2 SAT. 9.00P 60 CBS A | | | 98 | B | 11.5 | 20 | 895 | 1779 | 640 | 238 | 685 | 245 | 361 | 375 | 310 | 253 | 590 | 167 | 286 | 325 | 301 | 219 | 152 | 54 | 352 | 293 |
| 9.00 - 9.30 | | | | A | 11.7 | 20 | 910 | 1724 | 627 | 224^ | 664 | 229^ | 343 | 353 | 304 | 259^ | 576 | 157^ | 274 | 319 | 300 | 219^ | 157^ | 54v | 327 | 268 |
| 9.30 - 10.00 | | | | A | 11.3 | 19 | 879 | 1824 | 651 | 248^ | 700 | 259^ | 377 | 394 | 313 | 244^ | 602 | 175^ | 299 | 330 | 301 | 217^ | 143^ | 52v | 379 | 319 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FROSTY THE SNOWMAN(S) | | | | | | | | 198 | | A | 18.4 | 30 | 1432 | 2209 | 630 | 163^ | 771 | 320 | 400 | 313 | 267 | 299 | 554 | 251 | 338 | 248 | 188 | 194 | 171 | 109^ | 713 | 390 |
| | 1 | FRI. | 8.30P | 30 | CBS | EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| GAMES PEOPLE PLAY | | | | | | | 7 | | 171 | A | 13.3 | 20 | 1035 | 1716 | 620 | 179^ | 651 | 141^ | 299 | 288 | 335 | 299 | 544 | 196^ | 292 | 264 | 231 | 203^ | 211^ | 43v | 310 | 212^ |
| | 2 | THU. | 8.00P | 60 | NBC | PV | | | 96 | B | 17.0 | 29 | 1323 | 1823 | 661 | 233 | 722 | 211 | 374 | 341 | 338 | 295 | 638 | 193 | 346 | 330 | 299 | 246 | 168 | 57 | 295 | 182 |
| | | | 8.00 - 8.30 | | | | | | | A | 13.2 | 21 | 1027 | 1726 | 628 | 180^ | 661 | 150^ | 311 | 300 | 337 | 295 | 555 | 209^ | 297 | 272 | 232 | 201^ | 202^ | 52v | 308 | 215^ |
| | | | 8.30 - 9.00 | | | | | | | A | 13.3 | 20 | 1035 | 1705 | 614 | 175^ | 641 | 129^ | 286 | 278 | 334 | 304 | 532 | 182^ | 288 | 256 | 230 | 203^ | 219^ | 35v | 313 | 211^ |
| GENE SHALIT TALKS-STARS(S) | | | | | | | | | 193 | A | 6.6 | 11 | 513 | 1602 | 674 | 266^ | 748 | 212^ | 452^ | 386^ | 426^ | 258^ | 532 | 202^ | 295^ | 250^ | 267^ | 199^ | 209^ | 119^ | 113v | 94v |
| | 2 | TUE. | 10.00P | 60 | NBC | CC | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 10.00 - 10.30 | | | | | | | A | 7.3 | 12 | 568 | 1646 | 709 | 281^ | 776 | 211^ | 466 | 415^ | 456 | 265^ | 517 | 203^ | 282^ | 231^ | 255^ | 199^ | 207^ | 112^ | 146^ | 128^ |
| | | | 10.30 - 11.00 | | | | | | | A | 5.9 | 10 | 459 | 1516 | 625 | 249^ | 699 | 207^ | 425^ | 341^ | 379^ | 244^ | 547 | 202^ | 308^ | 272^ | 280^ | 195^ | 202^ | 126v | 68v | 48v |
| HALLMARK HALL OF FAME(S) | | | | | | | | | 188 | A | 20.6 | 32 | 1603 | 1634 | 728 | 254 | 774 | 227 | 413 | 454 | 395 | 284 | 627 | 157 | 331 | 377 | 366 | 214 | 119^ | 66^ | 114^ | 76^ |
| | 2 | TUE. | 8.00P | 180 | CBS | GD | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 8.00 - 8.30 | | | | | | | A | 20.9 | 32 | 1626 | 1659 | 683 | 234 | 725 | 203 | 362 | 399 | 357 | 297 | 629 | 161 | 318 | 354 | 338 | 239 | 120^ | 78^ | 185 | 102^ |
| | | | 8.30 - 9.00 | | | | | | | A | 20.9 | 31 | 1626 | 1649 | 697 | 221 | 733 | 204 | 374 | 425 | 371 | 290 | 610 | 146 | 301 | 349 | 343 | 228 | 127^ | 85^ | 179 | 103^ |
| | | | 9.00 - 9.30 | | | | | | | A | 20.3 | 30 | 1579 | 1618 | 739 | 275 | 793 | 233 | 428 | 467 | 403 | 288 | 568 | 127^ | 285 | 341 | 341 | 202 | 131^ | 81^ | 126^ | 88^ |
| | | | 9.30 - 10.00 | | | | | | | A | 20.0 | 31 | 1556 | 1624 | 743 | 268 | 804 | 237 | 440 | 480 | 412 | 285 | 627 | 161 | 343 | 386 | 367 | 205 | 122^ | 69^ | 71^ | 47^ |
| | | | 10.00 - 10.30 | | | | | | | A | 20.7 | 33 | 1610 | 1615 | 749 | 253 | 790 | 238 | 435 | 475 | 416 | 273 | 664 | 171 | 376 | 418 | 406 | 202 | 102^ | 47^ | 59^ | 59^ |
| | | | 10.30 - 11.00 | | | | | | | A | 20.7 | 34 | 1610 | 1648 | 758 | 276 | 804 | 251 | 448 | 486 | 416 | 270 | 669 | 176 | 371 | 415 | 397 | 208 | 118^ | 40^ | 57^ | 57^ |
| HAPPY DAYS | | | | | | | 4 | 204 | 181 | A | 20.0 | 30 | 1556 | 1868 | 651 | 315 | 753 | 325 | 487 | 383 | 312 | 217 | 568 | 267 | 400 | 305 | 234 | 140 | 215 | 124 | 332 | 254 |
| | | TUE. | 8.00P | 30 | ABC | CS | | 99 | 94 | B | 22.2 | 33 | 1727 | 1912 | 676 | 303 | 763 | 323 | 492 | 402 | 314 | 225 | 549 | 243 | 367 | 301 | 235 | 145 | 224 | 113 | 376 | 279 |
| HART TO HART | | | | | | | 3 | 204 | | A | 20.7 | 33 | 1610 | 1680 | 772 | 300 | 850 | 343 | 595 | 495 | 402 | 220 | 577 | 287 | 398 | 333 | 205 | 157 | 169 | 101^ | 84^ | 60^ |
| | 1 | TUE. | 10.00P | 60 | ABC | PD | | 98 | | B | 20.4 | 33 | 1587 | 1666 | 766 | 289 | 831 | 313 | 520 | 470 | 385 | 241 | 588 | 256 | 375 | 334 | 250 | 173 | 171 | 109 | 76 | 64 |
| | | | 10.00 - 10.30 | | | | | | | A | 20.7 | 32 | 1610 | 1684 | 762 | 292 | 846 | 342 | 581 | 485 | 392 | 224 | 578 | 286 | 398 | 335 | 204 | 157 | 158 | 98^ | 102^ | 69^ |
| | | | 10.30 - 11.00 | | | | | | | A | 20.6 | 33 | 1603 | 1677 | 786 | 308 | 857 | 345 | 610 | 506 | 413 | 215 | 580 | 288 | 400 | 331 | 208 | 161 | 177 | 103^ | 63^ | 51^ |
| HERE'S BOOMER SPECIAL(S) | | | | | | | | | 205 | A | 15.4 | 24 | 1198 | 2085 | 707 | 258 | 761 | 282 | 424 | 373 | 279 | 306 | 567 | 167^ | 319 | 325 | 281 | 188^ | 203 | 96^ | 554 | 325 |
| | 2 | SUN. | 7.00P | 60 | NBC | GD | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 7.00 - 7.30 | | | | | | | A | 14.3 | 23 | 1113 | 2084 | 713 | 268 | 759 | 267 | 407 | 367 | 292 | 317 | 574 | 159^ | 307 | 312 | 292 | 207^ | 208^ | 98^ | 543 | 314 |
| | | | 7.30 - 8.00 | | | | | | | A | 16.5 | 25 | 1284 | 2076 | 700 | 247 | 760 | 293 | 438 | 380 | 270 | 295 | 561 | 175^ | 328 | 332 | 272 | 172^ | 195 | 94^ | 560 | 332 |
| HOUSE CALLS | | | | | | | 3 | 199 | 195 | A | 23.1 | 33 | 1797 | 1579 | 727 | 323 | 799 | 297 | 485 | 464 | 393 | 242 | 581 | 225 | 340 | 315 | 266 | 191 | 117 | 59^ | 82 | 56^ |
| | | MON. | 9.30P | 30 | CBS | CS | | 99 | 99 | B | 22.2 | 32 | 1727 | 1582 | 735 | 328 | 816 | 315 | 503 | 477 | 387 | 240 | 562 | 223 | 333 | 312 | 249 | 182 | 116 | 64 | 88 | 56 |
| I'M A BIG GIRL NOW | | | | | | | 5 | 184 | | A | 16.2 | 26 | 1260 | 1837 | 872 | 340 | 883 | 262 | 461 | 500 | 456 | 312 | 665 | 196 | 341 | 336 | 340 | 263 | 174^ | 113^ | 115^ | 86^ |
| | 1 | FRI. | 8.30P | 30 | ABC | CS | | 95 | | B | 16.9 | 28 | 1315 | 1738 | 781 | 301 | 850 | 261 | 431 | 433 | 410 | 325 | 542 | 172 | 294 | 282 | 259 | 203 | 155 | 94 | 191 | 133 |
| INCREDIBLE HULK | | | | | | | 4 | | 168 | A | 14.7 | 25 | 1144 | 1781 | 632 | 230 | 707 | 235 | 383 | 342 | 292 | 262 | 613 | 202^ | 362 | 298 | 288 | 242 | 107^ | 45v | 354 | 188^ |
| | 2 | FRI. | 8.00P | 60 | CBS | SF | | | 93 | B | 18.3 | 30 | 1424 | 2033 | 647 | 269 | 728 | 266 | 447 | 409 | 327 | 228 | 646 | 215 | 382 | 352 | 311 | 219 | 161 | 78 | 498 | 309 |
| | | | 8.00 - 8.30 | | | | | | | A | 14.0 | 24 | 1089 | 1746 | 636 | 232 | 707 | 244 | 388 | 342 | 278 | 260 | 603 | 210^ | 367 | 300 | 274 | 231 | 91^ | 39v | 345 | 192^ |
| | | | 8.30 - 9.00 | | | | | | | A | 15.4 | 25 | 1198 | 1802 | 629 | 228 | 705 | 227 | 379 | 339 | 301 | 263 | 618 | 191^ | 357 | 296 | 299 | 250 | 117^ | 49v | 362 | 183^ |
| IT'S A LIVING | | | | | | | 4 | 196 | | A | 13.7 | 24 | 1066 | 2302 | 856 | 378 | 928 | 415 | 629 | 508 | 386 | 219^ | 794 | 309 | 560 | 504 | 412 | 161^ | 274 | 166^ | 306 | 260 |
| | 1 | THU. | 9.30P | 30 | ABC | CS | | 97 | | B | 16.8 | 27 | 1307 | 1755 | 734 | 288 | 804 | 318 | 500 | 454 | 360 | 230 | 595 | 230 | 383 | 330 | 268 | 174 | 181 | 95 | 175 | 140 |
| JACK FROST(S) | | | | | | | | | 178 | A | 10.7 | 17 | 832 | 2004 | 668 | 207^ | 687 | 312 | 453 | 415 | 295 | 210^ | 501 | 195^ | 301 | 251^ | 246^ | 180^ | 125^ | 93^ | 691 | 324 |
| | 2 | FRI. | 9.00P | 60 | NBC | EA | | | 94 | | | | | | | | | | | | | | | | | | | | | | | |
| | | | 9.00 - 9.30 | | | | | | | A | 11.2 | 18 | 871 | 1975 | 653 | 204^ | 668 | 312 | 445 | 410 | 291 | 200^ | 505 | 197^ | 306 | 255^ | 249^ | 177^ | 99^ | 85^ | 703 | 327 |
| | | | 9.30 - 10.00 | | | | | | | A | 10.2 | 17 | 794 | 2011 | 687 | 209^ | 704 | 310 | 459 | 417 | 297^ | 219^ | 489 | 187^ | 290^ | 241^ | 239^ | 181^ | 145^ | 97^ | 673 | 321 |
| JEFFERSONS | | | | | | | 6 | 189 | 189 | A | 22.5 | 32 | 1751 | 1760 | 804 | 265 | 896 | 245 | 414 | 413 | 417 | 405 | 599 | 146 | 310 | 295 | 319 | 254 | 146 | 76 | 119 | 100 |
| | 1 | SUN. | 9.30P | 30 | CBS | CS | | 97 | 97 | B | 24.4 | 36 | 1898 | 1777 | 819 | 298 | 906 | 252 | 455 | 439 | 421 | 377 | 593 | 163 | 291 | 280 | 281 | 256 | 145 | 79 | 133 | 104 |
| | 2 | SUN. | 9.45P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JOHNNY CASH CHRISTMAS SP.(S) | | | 195 | A | 18.8 | 28 | 1463 | 1718 | 791 | 221 | 873 | 210 | 397 | 447 | 462 | 371 | 560 | 104^ | 228 | 264 | 316 | 260 | 90^ | 57^ | 195 | 116^ |
| 2 WED. 9.00P 60 CBS GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.7 | 28 | 1455 | 1765 | 777 | 237 | 871 | 224 | 413 | 463 | 460 | 347 | 547 | 106^ | 240 | 263 | 312 | 240 | 104^ | 68^ | 243 | 142^ |
| 9.30 - 10.00 | | | | A | 18.9 | 29 | 1470 | 1663 | 804 | 204 | 872 | 193 | 381 | 431 | 464 | 391 | 569 | 103^ | 216 | 264 | 319 | 275 | 73^ | 45^ | 149^ | 91^ |
| KNOTS LANDING(B) | | 194 | | A | 16.6 | 30 | 1291 | 2105 | 815 | 317 | 941 | 282 | 499 | 465 | 383 | 377 | 842 | 273 | 446 | 426 | 384 | 345 | 169^ | 114^ | 153^ | 113^ |
| 1 THU. 9.00P 60 CBS GD | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.2 | 29 | 1260 | 2084 | 803 | 309 | 934 | 277 | 496 | 463 | 375 | 375 | 844 | 271 | 450 | 429 | 394 | 344 | 165^ | 113^ | 141^ | 104^ |
| 9.30 - 10.00 | | | | A | 17.0 | 30 | 1323 | 2116 | 829 | 324 | 948 | 285 | 503 | 468 | 392 | 379 | 840 | 279 | 442 | 419 | 370 | 345 | 166^ | 113^ | 162^ | 120^ |
| KNOTS LANDING | 2 | | 194 | A | 12.5 | 20 | 973 | 1616 | 855 | 277 | 899 | 273 | 430 | 466 | 406 | 338 | 464 | 151^ | 235^ | 202^ | 265 | 189^ | 129^ | 78^ | 124^ | 77^ |
| 2 THU. 10.00P 60 CBS GD | | | 97 | B | 14.9 | 24 | 1159 | 1631 | 793 | 302 | 853 | 282 | 455 | 450 | 383 | 297 | 512 | 176 | 286 | 264 | 261 | 179 | 134 | 66 | 132 | 88 |
| 10.00 - 10.30 | | | | A | 12.4 | 19 | 965 | 1621 | 845 | 267 | 884 | 284 | 430 | 467 | 386 | 329 | 490 | 141^ | 242^ | 227^ | 290 | 198^ | 123^ | 83^ | 124^ | 74^ |
| 10.30 - 11.00 | | | | A | 12.7 | 21 | 988 | 1587 | 854 | 281 | 901 | 260 | 425 | 458 | 419 | 342 | 432 | 156^ | 222^ | 174^ | 239 | 178^ | 134^ | 72^ | 120^ | 79^ |
| LADIES' MAN | 5 | | 171 | A | 14.6 | 21 | 1136 | 1554 | 612 | 211 | 679 | 256 | 357 | 334 | 290 | 245 | 480 | 183^ | 281 | 254 | 209^ | 165^ | 198^ | 117^ | 197^ | 158^ |
| 2 MON. 8.30P 30 CBS CS | | | 96 | B | 17.4 | 26 | 1354 | 1725 | 714 | 232 | 790 | 261 | 437 | 402 | 362 | 284 | 509 | 181 | 300 | 283 | 240 | 165 | 190 | 107 | 236 | 158 |
| LAVERNE & SHIRLEY | 3 | 204 | 182 | A | 20.8 | 31 | 1618 | 1859 | 649 | 349 | 764 | 351 | 509 | 393 | 315 | 206 | 550 | 245 | 372 | 301 | 233 | 147 | 196 | 112 | 349 | 267 |
| TUE. 8.30P 30 ABC CS | | 99 | 94 | B | 22.1 | 33 | 1719 | 1907 | 692 | 333 | 786 | 340 | 521 | 427 | 332 | 217 | 528 | 227 | 358 | 303 | 229 | 137 | 193 | 103 | 400 | 293 |
| LINDA IN WONDERLAND(S) | | 191 | | A | 12.2 | 22 | 949 | 1944 | 743 | 322 | 870 | 303 | 495 | 418 | 336 | 340 | 727 | 235^ | 379 | 330 | 278 | 321 | 151^ | 102^ | 196^ | 165^ |
| 1 THU. 10.00P 60 CBS GV | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 12.8 | 23 | 996 | 2001 | 738 | 319 | 862 | 290 | 488 | 422 | 334 | 342 | 782 | 232^ | 392 | 354 | 308 | 354 | 151^ | 99^ | 206^ | 168^ |
| 10.30 - 11.00 | | | | A | 11.5 | 21 | 895 | 1886 | 751 | 324 | 883 | 321 | 506 | 413 | 335 | 340 | 668 | 238^ | 368 | 311 | 245^ | 281 | 149^ | 106^ | 186^ | 162^ |
| LITTLE HOUSE-PRAIRIE | 11 | 215 | 212 | A | 22.6 | 32 | 1758 | 1889 | 793 | 302 | 878 | 349 | 495 | 436 | 334 | 329 | 504 | 172 | 251 | 214 | 206 | 228 | 152 | 101 | 355 | 211 |
| MON. 8.00P 60 NBC GD | | 99 | 99 | B | 22.0 | 33 | 1712 | 1881 | 794 | 279 | 882 | 318 | 470 | 414 | 342 | 352 | 506 | 164 | 258 | 231 | 218 | 220 | 168 | 108 | 325 | 205 |
| 8.00 - 8.30 | | | | A | 22.0 | 32 | 1712 | 1862 | 795 | 297 | 877 | 341 | 490 | 430 | 333 | 335 | 507 | 166 | 244 | 210 | 212 | 235 | 149 | 101 | 329 | 195 |
| 8.30 - 9.00 | | | | A | 23.2 | 32 | 1805 | 1909 | 795 | 305 | 880 | 359 | 504 | 441 | 336 | 323 | 503 | 182 | 258 | 214 | 195 | 222 | 149 | 98 | 377 | 227 |
| LITTLE LORD FAUNTLEROY(S) | | 192 | | A | 20.2 | 31 | 1572 | 1730 | 779 | 328 | 882 | 282 | 498 | 485 | 427 | 306 | 611 | 215 | 364 | 329 | 291 | 207 | 118^ | 84^ | 119^ | 88^ |
| 1 TUE. 9.00P 120 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 18.7 | 28 | 1455 | 1756 | 755 | 318 | 860 | 268 | 484 | 464 | 411 | 300 | 579 | 200 | 335 | 304 | 276 | 203 | 152^ | 101^ | 165 | 112^ |
| 9.30 - 10.00 | | | | A | 20.1 | 30 | 1564 | 1766 | 808 | 344 | 909 | 286 | 515 | 503 | 443 | 318 | 623 | 212 | 371 | 337 | 307 | 215 | 121^ | 91^ | 113^ | 84^ |
| 10.00 - 10.30 | | | | A | 21.0 | 33 | 1634 | 1709 | 781 | 337 | 882 | 294 | 494 | 483 | 419 | 308 | 603 | 213 | 366 | 330 | 288 | 200 | 115^ | 79^ | 109^ | 83^ |
| 10.30 - 11.00 | | | | A | 21.2 | 34 | 1649 | 1665 | 760 | 309 | 862 | 276 | 488 | 475 | 430 | 296 | 624 | 230 | 375 | 335 | 288 | 206 | 86^ | 64^ | 93^ | 68^ |
| LOU GRANT | 6 | 194 | | A | 20.1 | 32 | 1564 | 1476 | 688 | 310 | 774 | 285 | 510 | 440 | 397 | 214 | 614 | 249 | 403 | 360 | 267 | 188 | 46^ | 12v | 42^ | 25v |
| 1 MON. 10.00P 60 CBS GD | | 99 | | B | 17.4 | 28 | 1354 | 1481 | 762 | 301 | 834 | 348 | 545 | 491 | 358 | 228 | 514 | 214 | 320 | 296 | 228 | 152 | 94 | 51 | 39 | 20 |
| 10.00 - 10.30 | | | | A | 20.1 | 31 | 1564 | 1494 | 706 | 329 | 795 | 293 | 529 | 457 | 411 | 218 | 607 | 254 | 402 | 357 | 263 | 183 | 39v | LT | 53^ | 31v |
| 10.30 - 11.00 | | | | A | 20.1 | 33 | 1564 | 1451 | 665 | 288 | 748 | 275 | 486 | 419 | 383 | 209 | 620 | 246 | 402 | 362 | 270 | 192 | 53^ | 24v | 30v | 17v |
| LOVE BOAT | 7 | 196 | 198 | A | 24.0 | 41 | 1867 | 1971 | 799 | 276 | 864 | 296 | 483 | 453 | 382 | 310 | 566 | 202 | 334 | 286 | 270 | 191 | 224 | 138• | 317 | 228 |
| SAT. 9.00P 60 ABC CS | | 98 | 98 | B | 25.2 | 42 | 1961 | 1991 | 772 | 292 | 862 | 324 | 504 | 446 | 361 | 289 | 565 | 227 | 352 | 295 | 243 | 177 | 210 | 120 | 354 | 258 |
| 9.00 - 9.30 | | | | A | 23.0 | 39 | 1789 | 1979 | 811 | 273 | 875 | 297 | 491 | 461 | 388 | 311 | 574 | 200 | 340 | 293 | 279 | 190 | 208 | 131 | 322 | 233 |
| 9.30 - 10.00 | | | | A | 25.0 | 43 | 1945 | 1958 | 789 | 278 | 854 | 296 | 476 | 445 | 376 | 307 | 558 | 206 | 329 | 278 | 258 | 190 | 235 | 143 | 311 | 223 |
| M*A*S*H | 3 | 200 | 195 | A | 25.6 | 36 | 1992 | 1745 | 738 | 337 | 804 | 308 | 502 | 460 | 379 | 241 | 622 | 255 | 382 | 358 | 276 | 182 | 142 | 62 | 177 | 123 |
| MON. 9.00P 30 CBS CS | | 99 | 99 | B | 25.0 | 35 | 1945 | 1743 | 755 | 344 | 828 | 325 | 520 | 469 | 383 | 242 | 605 | 258 | 376 | 354 | 258 | 173 | 154 | 75 | 156 | 102 |
| MORK & MINDY | 4 | 202 | 184 | A | 17.3 | 30 | 1346 | 2109 | 655 | 351 | 770 | 394 | 555 | 439 | 281 | 177 | 685 | 333 | 527 | 428 | 295 | 126 | 283 | 127 | 371 | 282 |
| THU. 8.00P 30 ABC CS | | 99 | 97 | B | 18.7 | 30 | 1455 | 2011 | 666 | 307 | 732 | 334 | 511 | 422 | 306 | 169 | 607 | 280 | 430 | 366 | 261 | 134 | 270 | 139 | 402 | 297 |
| NBC FRIDAY MOVIE OF-WEEK(S) | | 183 | | A | 13.2 | 22 | 1027 | 2107 | 707 | 389 | 762 | 265 | 461 | 432 | 327 | 280 | 794 | 324 | 522 | 502 | 361 | 204^ | 210^ | 142^ | 341 | 244 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC FRIDAY MOVIE O-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 8.00P 120 NBC GV | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.1 | 22 | 1019 | 2260 | 756 | 412 | 825 | 265 | 466 | 450 | 350 | 332 | 834 | 278 | 490 | 502 | 418 | 249 | 213^ | 138^ | 388 | 277 |
| 8.30 - 9.00 | | | | A | 14.6 | 24 | 1136 | 2148 | 699 | 353 | 763 | 234 | 436 | 429 | 333 | 295 | 818 | 281 | 506 | 518 | 419 | 219 | 211 | 125^ | 356 | 259 |
| 9.00 - 9.30 | | | | A | 13.5 | 22 | 1050 | 2024 | 705 | 409 | 749 | 279 | 470 | 413 | 318 | 271 | 767 | 358 | 546 | 494 | 312 | 182^ | 189^ | 142^ | 319 | 208^ |
| 9.30 - 10.00 | | | | A | 11.8 | 20 | 918 | 1937 | 660 | 383 | 700 | 289 | 471 | 430 | 294 | 210^ | 728 | 385 | 534 | 477 | 258 | 153^ | 221^ | 161^ | 288 | 226^ |
| NBC MAGAZINE | 8 | 189 | 188 | A | 7.5 | 13 | 584 | 1598 | 689 | 302 | 707 | 162^ | 360 | 396 | 383 | 282 | 707 | 211 | 368 | 374 | 336 | 269 | 73^ | 61^ | 111^ | 84^ |
| FRI. 10.00P 60 NBC DN | | 96 | 96 | B | 7.8 | 13 | 607 | 1546 | 688 | 243 | 725 | 160 | 353 | 365 | 394 | 309 | 667 | 169 | 351 | 364 | 357 | 255 | 79 | 28 | 75 | 61 |
| 10.00 - 10.30 | | | | A | 7.5 | 12 | 584 | 1637 | 682 | 320 | 699 | 177^ | 367 | 405 | 375 | 260 | 696 | 213 | 377 | 391 | 331 | 249 | 87^ | 71^ | 155^ | 116^ |
| 10.30 - 11.00 | | | | A | 7.5 | 13 | 584 | 1545 | 690 | 275 | 704 | 144^ | 349 | 382 | 387 | 299 | 709 | 204^ | 356 | 356 | 340 | 285 | 61^ | 50v | 71^ | 55^ |
| NBC MONDAY NIGHT MOVIES | 10 | 199 | 195 | A | 19.8 | 30 | 1540 | 1717 | 790 | 320 | 903 | 381 | 539 | 457 | 376 | 261 | 490 | 143 | 260 | 245 | 240 | 191 | 172 | 121 | 152 | 113 |
| MON. 9.00P 120 NBC FF | | 99 | 99 | B | 20.8 | 32 | 1618 | 1713 | 777 | 315 | 877 | 330 | 510 | 461 | 391 | 279 | 562 | 194 | 337 | 307 | 272 | 190 | 141 | 83 | 133 | 95 |
| 9.00 - 9.30 | | | | A | 18.6 | 26 | 1447 | 1782 | 775 | 319 | 888 | 371 | 506 | 425 | 358 | 286 | 488 | 142 | 247 | 221 | 221 | 205 | 175 | 118 | 231 | 155 |
| 9.30 - 10.00 | | | | A | 19.7 | 28 | 1533 | 1718 | 794 | 319 | 904 | 390 | 552 | 454 | 372 | 264 | 479 | 134 | 249 | 234 | 232 | 192 | 172 | 122 | 163 | 118 |
| 10.00 - 10.30 | | | | A | 20.6 | 32 | 1603 | 1679 | 789 | 324 | 902 | 380 | 551 | 470 | 383 | 247 | 485 | 141 | 263 | 252 | 243 | 183 | 170 | 121 | 122 | 97 |
| 10.30 - 11.00 | | | | A | 20.4 | 33 | 1587 | 1672 | 797 | 315 | 910 | 381 | 539 | 468 | 387 | 251 | 497 | 149 | 273 | 269 | 258 | 181 | 167 | 119 | 98 | 81 |
| NBC NEWS UPDATE-M-F | 49 | 184 | 173 | A | 16.2 | 25 | 1260 | 1978 | 761 | 310 | 841 | 273 | 448 | 426 | 388 | 318 | 649 | 234 | 362 | 317 | 281 | 243 | 172 | 91 | 316 | 219 |
| 1 M & W 8.58P 1 NBC N | | 95 | 94 | B | 18.1 | 28 | 1408 | 1839 | 733 | 262 | 796 | 251 | 419 | 394 | 365 | 307 | 627 | 196 | 334 | 318 | 296 | 243 | 152 | 69 | 264 | 174 |
| 1 TUE. 9.07P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 9.08P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.05P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MWTHF 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 9.03P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-SAT. | 10 | 173 | 168 | A | 14.5 | 24 | 1128 | 1933 | 829 | 325 | 914 | 195 | 439 | 453 | 481 | 388 | 693 | 146 | 349 | 351 | 389 | 286 | 96^ | 51^ | 230 | 137 |
| SAT. 8.58P 1 NBC N | | 93 | 91 | B | 12.5 | 21 | 973 | 1891 | 780 | 274 | 830 | 206 | 395 | 389 | 397 | 363 | 712 | 198 | 353 | 349 | 358 | 295 | 124 | 40 | 225 | 134 |
| NBC NEWS UPDATE-SUN. | 10 | 185 | 187 | A | 17.5 | 25 | 1362 | 2065 | 591 | 238 | 657 | 295 | 446 | 397 | 277 | 151 | 698 | 303 | 496 | 431 | 329 | 147 | 246 | 139 | 464 | 307 |
| 1 SUN. 8.54P 1 NBC N | | 95 | 95 | B | 18.6 | 27 | 1447 | 2025 | 708 | 311 | 773 | 295 | 490 | 449 | 369 | 213 | 778 | 298 | 507 | 443 | 385 | 213 | 183 | 86 | 291 | 194 |
| 2 SUN. 9.09P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-SAT. | 9 | 143 | 141 | A | 10.4 | 19 | 809 | 1649 | 704 | 187 | 742 | 189 | 280 | 313 | 295 | 368 | 721 | 175 | 315 | 320 | 355 | 330 | 63^ | 14v | 123^ | 61^ |
| SAT. 6.30P 30 NBC N | | 83 | 83 | B | 9.7 | 18 | 755 | 1716 | 734 | 199 | 791 | 181 | 311 | 298 | 332 | 405 | 733 | 153 | 306 | 322 | 354 | 357 | 67 | 31 | 125 | 68 |
| NBC NIGHTLY NEWS-SUN. | 4 | | 121 | A | 8.2 | 14 | 638 | 1665 | 568 | 110^ | 618 | 110^ | 203^ | 268^ | 358^ | 350^ | 752 | 188^ | 240^ | 406 | 410 | 346^ | 67v | 27v | 228^ | 103^ |
| 2 SUN. 6.30P 30 NBC N | | | 72 | B | 8.4 | 14 | 654 | 1699 | 695 | 182 | 746 | 136 | 287 | 352 | 411 | 364 | 753 | 197 | 314 | 367 | 382 | 333 | 48 | 16 | 152 | 79 |
| NBC NIGHTLY NEWS | 49 | 207 | 207 | A | 13.3 | 23 | 1035 | 1531 | 667 | 214 | 713 | 155 | 279 | 279 | 329 | 381 | 636 | 153 | 288 | 289 | 300 | 301 | 62 | 19^ | 120 | 70 |
| 1 MTUWF 6.30P 30 NBC N | | 99 | 99 | B | 12.9 | 23 | 1004 | 1580 | 698 | 228 | 751 | 165 | 304 | 298 | 339 | 391 | 654 | 171 | 299 | 294 | 292 | 308 | 55 | 24 | 120 | 77 |
| 2 M-F 6.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS-THU(B) | | 58 | | A | 4.0 | 9 | 311 | 2460 | 1102 | 505^ | 1144 | 675^ | 761 | 639^ | 302^ | 322^ | 1019 | 389^ | 628^ | 516^ | 630^ | 330^ | LT | LT | 297^ | 206^ |
| 1 THU. 7.11P 19 NBC N | | 48 | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC REPORTS(S) | | 195 | | A | 10.8 | 18 | 840 | 1618 | 641 | 254^ | 694 | 252^ | 479 | 443 | 345 | 177^ | 665 | 265^ | 513 | 511 | 360 | 107^ | 198^ | 93^ | 61v | 45v |
| 1 SUN. 10.05P 60 NBC DO | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 11.9 | 18 | 926 | 1700 | 674 | 269 | 727 | 277 | 513 | 469 | 357 | 173^ | 696 | 286 | 551 | 559 | 379 | 89^ | 215^ | 101^ | 62v | 45v |
| 10.30 - 11.00 | | | | A | 9.7 | 16 | 755 | 1567 | 619 | 236^ | 669 | 238^ | 470 | 434 | 337 | 169^ | 658 | 257^ | 505 | 497 | 357 | 117^ | 187^ | 88^ | 53v | 39v |
| NBC SATURDAY NIGHT MOVIES | 2 | 194 | 186 | A | 12.2 | 21 | 949 | 1752 | 656 | 301 | 741 | 240 | 440 | 419 | 371 | 221 | 682 | 207 | 414 | 402 | 378 | 210 | 151 | 69^ | 178 | 119^ |
| SAT. 9.00P 120 NBC FF | | 94 | 95 | B | 12.2 | 21 | 949 | 1752 | 656 | 301 | 741 | 240 | 440 | 419 | 371 | 221 | 682 | 207 | 414 | 402 | 378 | 210 | 151 | 69 | 178 | 119 |
| 9.00 - 9.30 | | | | A | 12.3 | 21 | 957 | 1792 | 667 | 299 | 758 | 233 | 405 | 383 | 366 | 267 | 683 | 196 | 375 | 370 | 376 | 238 | 158 | 65^ | 193 | 111^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC SATURDAY NIGHT-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.30 - 10.00 | | | | A | 11.7 | 20 | 910 | 1756 | 655 | 301 | 743 | 245 | 434 | 407 | 372 | 228 | 687 | 215 | 411 | 398 | 374 | 218 | 135 | 51^ | 191 | 115^ |
| 10.00 - 10.30 | | | | A | 12.6 | 22 | 980 | 1697 | 626 | 301 | 711 | 244 | 450 | 421 | 355 | 190 | 655 | 195 | 410 | 406 | 370 | 192 | 157 | 82^ | 174 | 132 |
| 10.30 - 11.00 | | | | A | 12.5 | 22 | 973 | 1704 | 653 | 291 | 724 | 225 | 453 | 452 | 383 | 189 | 675 | 212 | 438 | 416 | 378 | 189 | 157 | 81^ | 148 | 117^ |
| NBC THURSDAY NIGHT MOVIES | 12 | 194 | 182 | A | 16.9 | 29 | 1315 | 2043 | 826 | 349 | 944 | 323 | 562 | 519 | 445 | 294 | 654 | 221 | 382 | 365 | 300 | 221 | 180 | 115 | 265 | 200 |
| 1 THU. 8.00P 180 NBC FF | | 98 | 94 | B | 19.4 | 32 | 1509 | 1818 | 755 | 284 | 824 | 306 | 511 | 451 | 385 | 244 | 665 | 245 | 418 | 390 | 324 | 193 | 173 | 84 | 156 | 112 |
| 2 THU. 9.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.7 | 25 | 988 | 2377 | 879 | 452 | 1053 | 373 | 604 | 565 | 459 | 340 | 784 | 276 | 433 | 414 | 304 | 313 | 205^ | 131^ | 335 | 256 |
| 8.30 - 9.00 | | | | A | 13.6 | 25 | 1058 | 2541 | 936 | 492 | 1130 | 424 | 696 | 666 | 506 | 312 | 780 | 267 | 437 | 437 | 320 | 292 | 248 | 156^ | 383 | 292 |
| 9.00 - 9.30 | | | | A | 15.9 | 26 | 1237 | 2054 | 828 | 353 | 953 | 312 | 550 | 513 | 452 | 311 | 620 | 205 | 343 | 341 | 286 | 223 | 173 | 118 | 308 | 205 |
| 9.30 - 10.00 | | | | A | 17.7 | 28 | 1377 | 1985 | 816 | 338 | 917 | 311 | 542 | 506 | 443 | 290 | 622 | 209 | 362 | 349 | 291 | 215 | 177 | 118 | 269 | 192 |
| 10.00 - 10.30 | | | | A | 18.9 | 31 | 1470 | 1965 | 820 | 318 | 917 | 306 | 542 | 495 | 444 | 297 | 637 | 224 | 393 | 358 | 299 | 193 | 176 | 113 | 235 | 188 |
| 10.30 - 11.00 | | | | A | 18.9 | 33 | 1470 | 1880 | 785 | 298 | 890 | 303 | 547 | 493 | 423 | 269 | 633 | 212 | 387 | 358 | 305 | 195 | 160 | 96 | 197 | 169 |
| NEWSBREAK-M-F | 28 | 175 | 154 | A | 15.8 | 24 | 1229 | 1870 | 676 | 239 | 772 | 263 | 417 | 383 | 333 | 281 | 548 | 169 | 290 | 269 | 254 | 219 | 180 | 100 | 370 | 226 |
| 1 M-TH 8.58P 1 CBS N | | 91 | 89 | B | 17.0 | 26 | 1323 | 1902 | 688 | 264 | 776 | 260 | 437 | 386 | 352 | 276 | 585 | 190 | 330 | 298 | 287 | 209 | 195 | 94 | 346 | 216 |
| 1 FRI. 8.28P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 8.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W-F 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | 6 | 176 | 172 | A | 13.4 | 22 | 1043 | 1803 | 690 | 235 | 774 | 267 | 395 | 379 | 312 | 303 | 633 | 208 | 345 | 341 | 283 | 232 | 151 | 38^ | 245 | 176 |
| 1 SAT. 8.57P 2 CBS N | | 92 | 90 | B | 12.5 | 21 | 973 | 1804 | 730 | 237 | 803 | 264 | 419 | 403 | 362 | 301 | 669 | 236 | 377 | 348 | 307 | 229 | 112 | 40 | 220 | 155 |
| 2 SAT. 8.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | 6 | 179 | 178 | A | 20.1 | 28 | 1564 | 1809 | 806 | 269 | 903 | 246 | 384 | 387 | 422 | 425 | 615 | 132 | 278 | 291 | 329 | 286 | 138 | 89 | 153 | 108 |
| 1 SUN. 8.58P 1 CBS N | | 94 | 94 | B | 21.9 | 31 | 1704 | 1861 | 820 | 276 | 914 | 255 | 430 | 411 | 417 | 404 | 602 | 144 | 280 | 285 | 309 | 270 | 145 | 88 | 200 | 145 |
| 2 SUN. 9.14P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL MONDAY NIGHT FOOTBALL | 12 | 204 | 205 | A | 19.3 | 31 | 1502 | 1564 | 374 | 166 | 414 | 154 | 253 | 246 | 187 | 123 | 926 | 383 | 598 | 539 | 424 | 257 | 126 | 29^ | 98 | 70^ |
| 1 MON. 9.00P 183 ABC SE | | 99 | 99 | B | 20.1 | 34 | 1564 | 1545 | 403 | 173 | 434 | 167 | 270 | 246 | 198 | 128 | 910 | 371 | 584 | 533 | 416 | 259 | 121 | 33 | 80 | 57 |
| 2 MON. 9.00P 171 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.7 | 28 | 1533 | 1646 | 439 | 180 | 471 | 166 | 283 | 288 | 219 | 139 | 885 | 336 | 556 | 518 | 433 | 260 | 132 | 27^ | 158 | 118 |
| 9.30 - 10.00 | | | | A | 21.6 | 31 | 1680 | 1607 | 392 | 160 | 420 | 148 | 251 | 249 | 193 | 127 | 921 | 368 | 597 | 543 | 434 | 257 | 141 | 26^ | 125 | 88 |
| 10.00 - 10.30 | | | | A | 22.3 | 33 | 1735 | 1536 | 340 | 169 | 384 | 157 | 249 | 232 | 164 | 104 | 930 | 396 | 609 | 544 | 407 | 251 | 136 | 28^ | 86 | 64^ |
| 10.30 - 11.00 | | | | A | 20.2 | 31 | 1572 | 1509 | 350 | 168 | 384 | 161 | 243 | 219 | 159 | 113 | 939 | 417 | 630 | 545 | 398 | 249 | 114 | 25^ | 72^ | 54^ |
| 11.00 - 11.30 | | | | A | 17.9 | 32 | 1393 | 1518 | 351 | 158 | 395 | 145 | 239 | 234 | 182 | 123 | 939 | 406 | 604 | 530 | 424 | 255 | 116 | 32^ | 68^ | 42^ |
| 11.30 - 12.00 | | | | A | 14.0 | 32 | 1089 | 1555 | 373 | 164 | 437 | 157 | 260 | 258 | 202 | 139 | 941 | 360 | 582 | 552 | 469 | 277 | 112 | 38^ | 65^ | 45^ |
| ONE DAY AT A TIME | 5 | 196 | 194 | A | 21.8 | 31 | 1696 | 1786 | 784 | 267 | 872 | 234 | 359 | 361 | 402 | 422 | 637 | 150 | 292 | 306 | 330 | 289 | 122 | 79 | 155 | 114 |
| 1 SUN. 8.30P 30 CBS CS | | 99 | 99 | B | 23.8 | 34 | 1852 | 1870 | 799 | 281 | 895 | 260 | 420 | 389 | 400 | 396 | 620 | 153 | 291 | 293 | 314 | 271 | 140 | 85 | 215 | 149 |
| 2 SUN. 8.45P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PINOCCHIO'S CHRISTMAS(S) | | | 193 | A | 11.9 | 18 | 926 | 1984 | 505 | 215^ | 607 | 318 | 427 | 365 | 214^ | 148^ | 363 | 109^ | 246^ | 236^ | 228^ | 103^ | 229^ | 139^ | 785 | 480 |
| 2 WED. 8.00P 60 ABC EA | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.0 | 18 | 934 | 1937 | 488 | 187^ | 585 | 304 | 407 | 351 | 210^ | 147^ | 362 | 114^ | 240^ | 227^ | 217^ | 108^ | 200^ | 130^ | 790 | 449 |
| 8.30 - 9.00 | | | | A | 11.9 | 18 | 926 | 2002 | 517 | 239^ | 618 | 324 | 440 | 374 | 216^ | 150^ | 357 | 102^ | 249^ | 241^ | 235^ | 94^ | 255 | 147^ | 772 | 504 |
| QUINCY, M.E. | 4 | 210 | 197 | A | 20.0 | 33 | 1556 | 1781 | 735 | 319 | 783 | 303 | 468 | 454 | 350 | 242 | 659 | 250 | 426 | 388 | 301 | 203 | 195 | 104 | 144 | 126 |
| WED. 10.00P 60 NBC OP | | 99 | 99 | B | 19.2 | 32 | 1494 | 1706 | 759 | 320 | 802 | 304 | 497 | 470 | 379 | 239 | 630 | 227 | 391 | 357 | 294 | 208 | 162 | 82 | 112 | 95 |
| 10.00 - 10.30 | | | | A | 19.8 | 33 | 1540 | 1819 | 743 | 315 | 793 | 302 | 469 | 449 | 355 | 253 | 667 | 249 | 427 | 389 | 309 | 209 | 201 | 104 | 158 | 130 |
| 10.30 - 11.00 | | | | A | 20.3 | 35 | 1579 | 1730 | 722 | 319 | 771 | 303 | 465 | 455 | 344 | 231 | 642 | 246 | 417 | 383 | 290 | 195 | 186 | 101 | 131 | 119 |
| REAL PEOPLE | 11 | 215 | 205 | A | 21.9 | 34 | 1704 | 1876 | 722 | 266 | 792 | 209 | 362 | 375 | 350 | 336 | 762 | 257 | 424 | 377 | 317 | 291 | 126 | 49^ | 196 | 135 |
| WED. 8.00P 60 NBC PV | | 99 | 98 | B | 22.2 | 35 | 1727 | 1848 | 748 | 290 | 810 | 246 | 422 | 395 | 377 | 309 | 664 | 209 | 359 | 343 | 305 | 252 | 155 | 61 | 219 | 136 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| REAL PEOPLE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 21.3 | 34 | 1657 | 1878 | 721 | 258 | 788 | 201 | 349 | 370 | 349 | 341 | 768 | 253 | 422 | 377 | 323 | 299 | 120 | 44^ | 202 | 142 |
| 8.30 - 9.00 | | | | A | 22.4 | 35 | 1743 | 1877 | 724 | 274 | 796 | 214 | 372 | 380 | 355 | 332 | 758 | 263 | 430 | 378 | 309 | 283 | 132 | 55^ | 191 | 127 |
| RUDOLPH-RED-NOSE REINDEER(S) | | | 181 | A | 18.2 | 28 | 1416 | 1919 | 608 | 234 | 716 | 303 | 434 | 359 | 305 | 219 | 359 | 140^ | 221 | 182 | 188 | 121^ | 217 | 131^ | 627 | 305 |
| 2 WED. 8.00P 60 CBS EA | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 18.0 | 27 | 1400 | 1880 | 601 | 220 | 703 | 284 | 413 | 342 | 304 | 226 | 365 | 147^ | 224 | 185 | 186 | 120^ | 209 | 123^ | 603 | 276 |
| 8.30 - 9.00 | | | | A | 18.4 | 28 | 1432 | 1949 | 611 | 244 | 725 | 321 | 454 | 376 | 306 | 211 | 348 | 132^ | 210 | 180 | 187 | 118^ | 227 | 139^ | 649 | 335 |
| SECRETS-MIDLAND HEIGHTS | 1 | | 189 | A | 11.8 | 21 | 918 | 1703 | 645 | 272 | 727 | 278 | 463 | 400 | 318 | 216^ | 634 | 186^ | 337 | 310 | 295 | 237^ | 60v | 31v | 282 | 211^ |
| 2 SAT. 10.00P 60 CBS GD | | | 99 | B | 11.8 | 21 | 918 | 1703 | 645 | 272 | 727 | 278 | 463 | 400 | 318 | 216 | 634 | 186 | 337 | 310 | 295 | 237 | 60 | 31 | 282 | 211 |
| 10.00 - 10.30 | | | | A | 11.7 | 21 | 910 | 1660 | 618 | 252^ | 689 | 264 | 435 | 373 | 303 | 208^ | 626 | 185^ | 334 | 305 | 292 | 234^ | 58v | 29v | 287 | 212^ |
| 10.30 - 11.00 | | | | A | 12.0 | 22 | 934 | 1721 | 664 | 288 | 754 | 286 | 484 | 420 | 331 | 220^ | 632 | 184^ | 332 | 309 | 290 | 238^ | 62v | 31v | 273 | 208^ |
| 60 MINUTES | 12 | 204 | 204 | A | 29.0 | 44 | 2256 | 1730 | 733 | 283 | 794 | 200 | 346 | 363 | 389 | 371 | 757 | 196 | 355 | 367 | 384 | 319 | 71 | 20^ | 108 | 76 |
| 1 SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 25.8 | 41 | 2007 | 1716 | 734 | 287 | 810 | 209 | 364 | 362 | 374 | 373 | 738 | 206 | 365 | 362 | 365 | 297 | 83 | 35 | 85 | 56 |
| 2 SUN. 7.15P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.00 - 7.30 | | | | A | 27.4 | 42 | 2132 | 1704 | 767 | 332 | 861 | 230 | 379 | 375 | 401 | 392 | 713 | 143 | 298 | 317 | 375 | 337 | 38^ | 24v | 92^ | 64^ |
| 7.30 - 8.00 | | | | A | 29.3 | 44 | 2280 | 1743 | 730 | 292 | 792 | 201 | 354 | 366 | 392 | 363 | 765 | 204 | 366 | 375 | 389 | 317 | 78 | 21^ | 108 | 73 |
| SOAP | 4 | 199 | 200 | A | 17.8 | 28 | 1385 | 1857 | 795 | 383 | 843 | 442 | 643 | 479 | 331 | 159 | 667 | 359 | 494 | 410 | 265 | 136 | 227 | 158 | 120 | 87^ |
| WED. 9.30P 30 ABC CS | | 97 | 98 | B | 18.7 | 29 | 1455 | 1840 | 758 | 354 | 827 | 424 | 609 | 495 | 327 | 161 | 626 | 339 | 466 | 392 | 247 | 121 | 231 | 151 | 156 | 119 |
| TAXI | 3 | 201 | 199 | A | 17.0 | 27 | 1323 | 1857 | 736 | 356 | 790 | 416 | 598 | 455 | 301 | 156 | 642 | 317 | 460 | 392 | 273 | 148 | 245 | 169 | 180 | 111 |
| WED. 9.00P 30 ABC CS | | 98 | 98 | B | 17.6 | 27 | 1369 | 1848 | 752 | 377 | 811 | 414 | 584 | 462 | 303 | 181 | 658 | 340 | 466 | 401 | 259 | 155 | 213 | 134 | 166 | 103 |
| THANKSGIVING-LAND OF OZ(S) | | 193 | | A | 19.5 | 29 | 1517 | 1995 | 590 | 183 | 663 | 319 | 407 | 373 | 234 | 210 | 399 | 232 | 284 | 238 | 122^ | 91^ | 165 | 92^ | 768 | 402 |
| 1 TUE. 8.30P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| THAT'S INCREDIBLE | 11 | 203 | 188 | A | 20.3 | 29 | 1579 | 1821 | 595 | 269 | 663 | 271 | 404 | 372 | 308 | 175 | 716 | 268 | 421 | 388 | 337 | 230 | 166 | 39^ | 276 | 200 |
| MON. 8.00P 60 ABC PV | | 99 | 95 | B | 20.3 | 30 | 1579 | 1867 | 628 | 254 | 681 | 233 | 409 | 377 | 338 | 205 | 736 | 284 | 450 | 408 | 328 | 225 | 184 | 66 | 266 | 194 |
| 8.00 - 8.30 | | | | A | 19.2 | 28 | 1494 | 1813 | 587 | 271 | 660 | 280 | 406 | 368 | 304 | 172 | 688 | 256 | 397 | 365 | 319 | 225 | 165 | 40^ | 300 | 215 |
| 8.30 - 9.00 | | | | A | 21.3 | 31 | 1657 | 1830 | 605 | 269 | 666 | 264 | 401 | 375 | 311 | 177 | 743 | 280 | 441 | 414 | 355 | 234 | 165 | 35^ | 256 | 188 |
| 30 YRS-TV COMEDY'S-HITS(S) | | 196 | | A | 17.8 | 27 | 1385 | 1903 | 734 | 333 | 845 | 253 | 380 | 352 | 386 | 369 | 796 | 286 | 429 | 386 | 394 | 299 | 156^ | 73^ | 106^ | 98^ |
| 1 TUE. 8.00P 120 NBC GV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 17.7 | 27 | 1377 | 1973 | 813 | 337 | 896 | 231 | 367 | 341 | 385 | 430 | 783 | 231 | 375 | 351 | 406 | 335 | 168^ | 75^ | 126^ | 118^ |
| 8.30 - 9.00 | | | | A | 18.2 | 27 | 1416 | 1994 | 750 | 338 | 866 | 249 | 373 | 341 | 367 | 385 | 838 | 287 | 459 | 397 | 421 | 307 | 179 | 86^ | 111^ | 97^ |
| 9.00 - 9.30 | | | | A | 17.9 | 27 | 1393 | 1831 | 697 | 324 | 824 | 275 | 399 | 353 | 394 | 337 | 793 | 315 | 456 | 390 | 386 | 279 | 125^ | 68^ | 89^ | 89^ |
| 9.30 - 10.00 | | | | A | 17.6 | 27 | 1369 | 1783 | 670 | 328 | 788 | 254 | 378 | 366 | 399 | 322 | 756 | 298 | 408 | 399 | 363 | 273 | 147^ | 59^ | 92^ | 92^ |
| THOSE AMAZING ANIMALS | 12 | 191 | 182 | A | 14.3 | 22 | 1113 | 2083 | 687 | 165 | 754 | 250 | 404 | 342 | 321 | 270 | 679 | 252 | 418 | 387 | 329 | 213 | 255 | 123 | 395 | 266 |
| SUN. 7.00P 60 ABC PV | | 97 | 95 | B | 13.8 | 22 | 1074 | 2083 | 727 | 274 | 800 | 293 | 475 | 408 | 346 | 263 | 689 | 254 | 435 | 398 | 331 | 210 | 207 | 107 | 387 | 256 |
| 7.00 - 7.30 | | | | A | 13.5 | 21 | 1050 | 2073 | 672 | 142 | 740 | 246 | 381 | 320 | 303 | 284 | 693 | 264 | 423 | 387 | 329 | 216 | 253 | 117 | 387 | 259 |
| 7.30 - 8.00 | | | | A | 14.9 | 23 | 1159 | 2115 | 710 | 190 | 778 | 260 | 431 | 368 | 336 | 265 | 676 | 243 | 421 | 391 | 334 | 213 | 255 | 130 | 406 | 272 |
| THREE'S COMPANY | 5 | 207 | 184 | A | 22.9 | 34 | 1782 | 1753 | 688 | 320 | 782 | 335 | 491 | 395 | 316 | 236 | 559 | 244 | 360 | 305 | 222 | 164 | 186 | 107 | 226 | 168 |
| TUE. 9.00P 30 ABC CS | | 98 | 97 | B | 23.2 | 34 | 1805 | 1789 | 719 | 307 | 789 | 331 | 501 | 427 | 333 | 233 | 575 | 237 | 365 | 320 | 246 | 170 | 195 | 106 | 230 | 166 |
| TIM CONWAY SHOW | 5 | 193 | 186 | A | 15.4 | 26 | 1198 | 1881 | 723 | 235 | 792 | 269 | 410 | 412 | 318 | 310 | 653 | 210 | 363 | 353 | 309 | 236 | 168 | 49^ | 268 | 201 |
| SAT. 8.30P 30 CBS CV | | 98 | 97 | B | 13.7 | 23 | 1066 | 1850 | 724 | 229 | 794 | 265 | 420 | 414 | 357 | 294 | 671 | 233 | 386 | 368 | 318 | 218 | 128 | 50 | 257 | 181 |
| TOO CLOSE FOR COMFORT | 4 | 207 | 184 | A | 21.1 | 32 | 1642 | 1634 | 695 | 302 | 771 | 312 | 487 | 408 | 337 | 222 | 573 | 246 | 374 | 327 | 232 | 160 | 145 | 87 | 145 | 112 |
| TUE. 9.30P 30 ABC CS | | 98 | 97 | B | 21.6 | 32 | 1680 | 1649 | 715 | 300 | 780 | 306 | 479 | 426 | 344 | 235 | 554 | 219 | 338 | 312 | 241 | 171 | 162 | 94 | 153 | 118 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TRAPPER JOHN, M.D. | 3 | 194 | 190 | A | 21.6 | 35 | 1680 | 1688 | 778 | 283 | 881 | 288 | 462 | 437 | 390 | 343 | 596 | 184 | 318 | 283 | 281 | 238 | 137 | 82 | 74 | 60^ |
| 1 SUN. 10.00P 60 CBS GD | | 99 | 96 | B | 21.7 | 34 | 1688 | 1668 | 792 | 296 | 888 | 279 | 476 | 434 | 410 | 347 | 572 | 165 | 292 | 274 | 274 | 233 | 138 | 87 | 70 | 51 |
| 2 SUN. 10.15P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 23.3 | 36 | 1813 | 1783 | 757 | 279 | 901 | 307 | 485 | 448 | 371 | 344 | 629 | 218 | 360 | 302 | 271 | 240 | 180 | 107^ | 73^ | 64^ |
| 10.30 - 11.00 | | | | A | 21.8 | 35 | 1696 | 1691 | 779 | 280 | 878 | 291 | 462 | 434 | 387 | 342 | 593 | 182 | 314 | 283 | 281 | 238 | 134 | 83 | 86 | 69^ |
| 20/20 | 9 | 199 | | A | 17.5 | 32 | 1362 | 1999 | 850 | 287 | 860 | 336 | 534 | 498 | 388 | 230 | 838 | 356 | 584 | 502 | 408 | 186 | 196 | 86^ | 105^ | 91^ |
| 1 THU. 10.00P 60 ABC DN | | 97 | | B | 15.0 | 26 | 1167 | 1618 | 731 | 235 | 781 | 294 | 464 | 422 | 345 | 244 | 667 | 256 | 411 | 361 | 299 | 207 | 117 | 62 | 53 | 42 |
| 10.00 - 10.30 | | | | A | 17.3 | 31 | 1346 | 2077 | 864 | 302 | 864 | 336 | 542 | 521 | 397 | 223 | 853 | 370 | 606 | 517 | 419 | 180 | 225 | 109^ | 135^ | 114^ |
| 10.30 - 11.00 | | | | A | 17.7 | 33 | 1377 | 1912 | 831 | 267 | 850 | 330 | 523 | 472 | 379 | 237 | 818 | 340 | 558 | 486 | 396 | 189 | 168^ | 64^ | 76^ | 68^ |
| VEGA$ | 5 | 199 | 175 | A | 15.2 | 25 | 1183 | 1724 | 707 | 261 | 774 | 379 | 536 | 402 | 293 | 188 | 652 | 343 | 443 | 323 | 223 | 172 | 195 | 130 | 103 | 74^ |
| WED. 10.00P 60 ABC PD | | 98 | 95 | B | 15.7 | 26 | 1221 | 1754 | 722 | 302 | 800 | 330 | 500 | 414 | 337 | 235 | 666 | 308 | 417 | 328 | 251 | 207 | 190 | 102 | 98 | 70 |
| 10.00 - 10.30 | | | | A | 14.7 | 24 | 1144 | 1724 | 707 | 255 | 770 | 381 | 532 | 396 | 291 | 183 | 655 | 341 | 443 | 336 | 229 | 171 | 198 | 132 | 101^ | 68^ |
| 10.30 - 11.00 | | | | A | 15.7 | 27 | 1221 | 1718 | 700 | 262 | 773 | 376 | 537 | 407 | 294 | 189 | 648 | 345 | 442 | 307 | 213 | 174 | 193 | 128 | 104 | 79^ |
| WALTONS | 3 | 194 | 147 | A | 14.4 | 24 | 1120 | 2049 | 798 | 255 | 941 | 240 | 404 | 367 | 408 | 459 | 756 | 178 | 351 | 322 | 365 | 358 | 131 | 80^ | 221 | 139 |
| THU. 8.00P 60 CBS GD | | 98 | 90 | B | 16.1 | 26 | 1253 | 1920 | 801 | 254 | 942 | 219 | 397 | 353 | 422 | 474 | 664 | 154 | 298 | 286 | 322 | 324 | 124 | 68 | 190 | 117 |
| 8.00 - 8.30 | | | | A | 13.7 | 24 | 1066 | 2018 | 786 | 256 | 934 | 242 | 398 | 357 | 404 | 460 | 749 | 186 | 357 | 320 | 353 | 350 | 122 | 69^ | 213 | 133 |
| 8.30 - 9.00 | | | | A | 15.1 | 25 | 1175 | 2066 | 807 | 252 | 944 | 240 | 407 | 370 | 407 | 458 | 760 | 169 | 345 | 325 | 372 | 365 | 137 | 87^ | 225 | 142 |
| WKRP IN CINCINNATI | 6 | 195 | 191 | A | 17.1 | 29 | 1330 | 1893 | 757 | 269 | 820 | 263 | 407 | 429 | 347 | 328 | 641 | 193 | 350 | 356 | 321 | 231 | 171 | 57^ | 261 | 179 |
| SAT. 8.00P 30 CBS CS | | 98 | 98 | B | 16.2 | 28 | 1260 | 1846 | 726 | 241 | 797 | 266 | 413 | 399 | 358 | 306 | 650 | 213 | 370 | 355 | 314 | 219 | 150 | 67 | 249 | 164 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE T-TH | 29 | 192 | 191 | A | 8.9 | 26 | 692 | 1493 | 650 | 216 | 695 | 208 | 388 | 362 | 349 | 257 | 658 | 240 | 370 | 341 | 320 | 228 | 97 | 42^ | 43^ | 43^ |
| 1 TUE. 11.30P 21 ABC N | | 97 | 97 | B | 8.2 | 27 | 638 | 1387 | 593 | 218 | 659 | 204 | 349 | 331 | 335 | 239 | 651 | 233 | 362 | 326 | 307 | 239 | 61 | 20 | 16 | 13 |
| 1 W & TH 11.30P 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU & W 11.30P 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.33A 21 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE MON | 10 | 195 | 195 | A | 5.2 | 24 | 405 | 1237 | 388 | 108^ | 442 | 46v | 175^ | 215^ | 297^ | 205^ | 790 | 301 | 499 | 530 | 388 | 225^ | LT | LT | LT | LT |
| 1 MON. 12.39A 20 ABC N | | 98 | 98 | B | 5.1 | 26 | 397 | 1220 | 391 | 145 | 449 | 148 | 262 | 246 | 248 | 144 | 732 | 304 | 459 | 427 | 316 | 215 | 37 | LT | LT | LT |
| 2 MON. 12.28A 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | 10 | 175 | 172 | A | 8.2 | 16 | 638 | 1560 | 696 | 203 | 741 | 307 | 424 | 341 | 284 | 273 | 592 | 219 | 311 | 300 | 288 | 214 | 125^ | 54^ | 102^ | 90^ |
| SAT. 11.00P 15 ABC N | | 93 | 92 | B | 7.8 | 16 | 607 | 1540 | 632 | 246 | 684 | 240 | 410 | 377 | 355 | 219 | 624 | 248 | 382 | 335 | 280 | 201 | 122 | 68 | 110 | 80 |
| ABC WEEKEND REPORT-SUN. | 10 | 169 | 168 | A | 6.9 | 14 | 537 | 1529 | 653 | 328 | 765 | 314 | 467 | 473 | 405 | 162^ | 659 | 243 | 445 | 460 | 381 | 129^ | 75^ | 26v | 30v | 30v |
| SUN. 11.00P 15 ABC N | | 92 | 93 | B | 5.4 | 13 | 420 | 1474 | 590 | 243 | 643 | 218 | 382 | 364 | 361 | 174 | 731 | 289 | 466 | 462 | 360 | 191 | 65 | 21 | 35 | 33 |
| CBS SUNDAY NEWS-BRADLEY | 12 | 128 | 129 | A | 7.9 | 17 | 615 | 1550 | 723 | 188^ | 811 | 205 | 397 | 363 | 383 | 367 | 563 | 129^ | 303 | 282 | 355 | 220 | 130^ | 93^ | 46v | 24v |
| 1 SUN. 11.00P 15 CBS N | | 71 | 71 | B | 7.6 | 16 | 591 | 1498 | 730 | 227 | 837 | 232 | 418 | 394 | 426 | 347 | 570 | 198 | 300 | 263 | 271 | 230 | 65 | 41 | 26 | 16 |
| 2 SUN. 11.15P 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CHARLIE'S ANGELS-11.30 | 9 | 170 | | A | 4.5 | 17 | 350 | 1597 | 555^ | 219^ | 620^ | 206^ | 340^ | 298^ | 315^ | 221^ | 529^ | 106v | 294^ | 242^ | 316^ | 224^ | 380^ | 251^ | 68v | 68v |
| 1 THU. 11.50P 68 ABC PD | | 94 | | B | 4.3 | 19 | 335 | 1304 | 568 | 185 | 634 | 224 | 340 | 322 | 348 | 183 | 545 | 180 | 311 | 280 | 260 | 193 | 112 | 58 | LT | LT |
| 12.00 - 12.30 | | | | A | 4.6 | 16 | 358 | 1768 | 563^ | 227^ | 619^ | 205^ | 336^ | 299^ | 315^ | 221^ | 560^ | 102v | 276^ | 245^ | 333^ | 267^ | 529^ | 292^ | 60v | 60v |
| 12.30 - 1.00 | | | | A | 4.3 | 19 | 335 | 1424 | 526^ | 227^ | 621^ | 248^ | 390^ | 305^ | 292^ | 198^ | 504^ | 110v | 346^ | 263^ | 307^ | 158v | 221^ | 221^ | 78v | 78v |
| FRIDAYS | 9 | 178 | 176 | A | 7.9 | 23 | 615 | 1668 | 567 | 321 | 616 | 351 | 511 | 397 | 243 | 72^ | 627 | 376 | 521 | 389 | 235 | 78^ | 280 | 127^ | 145^ | 145^ |
| FRI. 11.30P 70 ABC GV | | 96 | 96 | B | 6.9 | 21 | 537 | 1504 | 500 | 215 | 548 | 279 | 418 | 350 | 246 | 77 | 625 | 362 | 520 | 408 | 230 | 70 | 241 | 125 | 90 | 76 |
| 11.30 - 12.00 | | | | A | 8.4 | 22 | 654 | 1703 | 572 | 311 | 632 | 342 | 509 | 399 | 256 | 90^ | 671 | 380 | 543 | 421 | 264 | 97^ | 273 | 147^ | 127^ | 127^ |
| 12.00 - 12.30 | | | | A | 7.7 | 24 | 599 | 1705 | 584 | 349 | 629 | 370 | 544 | 405 | 252 | 55^ | 619 | 383 | 525 | 375 | 230 | 69^ | 296 | 120^ | 161^ | 161^ |
| LATE MOVIE I | 48 | 158 | 159 | A | 7.0 | 22 | 545 | 1358 | 628 | 291 | 715 | 282 | 448 | 444 | 364 | 175 | 578 | 213 | 366 | 375 | 328 | 145 | 45^ | 20v | 20v | 14v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | HH SHARE % | HH AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LATE MOVIE I-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MON. 11.30P 71 CBS FF | | 88 | 89 | B | 6.0 | 21 | 467 | 1314 | 620 | 262 | 702 | 266 | 451 | 420 | 362 | 169 | 526 | 210 | 348 | 324 | 276 | 135 | 65 | 29 | 21 | 15 |
| 1 TUE. 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WED. 11.30P 66 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 63 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 11.30P 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & TU 11.30P 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 11.30P 67 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 69 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.4 | 20 | 576 | 1446 | 661 | 307 | 757 | 285 | 460 | 454 | 389 | 201 | 592 | 211 | 370 | 372 | 337 | 156 | 66^ | 29^ | 31^ | 21v |
| 12.00 - 12.30 | | | | A | 6.8 | 23 | 529 | 1335 | 614 | 300 | 703 | 285 | 448 | 446 | 355 | 163 | 587 | 220 | 379 | 390 | 336 | 139 | 32^ | 17v | 13v | 10v |
| LATE MOVIE II | 41 | 157 | 159 | A | 4.9 | 26 | 381 | 1197 | 533 | 213 | 588 | 254 | 394 | 389 | 303 | 121^ | 567 | 218 | 380 | 396 | 331 | 132^ | 34v | 16v | LT | LT |
| 1 MON. 12.41A 38 CBS FF | | 88 | 89 | B | 4.1 | 24 | 319 | 1250 | 585 | 222 | 641 | 273 | 439 | 385 | 316 | 130 | 534 | 236 | 390 | 345 | 272 | 111 | 68 | 29 | LT | LT |
| 1 TUE. 12.42A 45 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W & F 12.45A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.45A 33 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.42A 40 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUE. 12.42A 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 12.45A 39 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 4.9 | 28 | 381 | 1171 | 517 | 184 | 554 | 223 | 367 | 367 | 297 | 119^ | 580 | 209 | 397 | 402 | 355 | 134^ | 37v | 16v | LT | LT |
| LOVE BOAT-11.30 | 9 | 174 | 172 | A | 6.5 | 23 | 506 | 1350 | 487 | 201^ | 584 | 259 | 381 | 317 | 270 | 148^ | 537 | 272 | 388 | 260 | 215^ | 141^ | 150^ | 87^ | 79^ | 79^ |
| WED. 11.50P 68 ABC CS | | 94 | 94 | B | 5.1 | 23 | 397 | 1229 | 525 | 176 | 583 | 231 | 352 | 304 | 274 | 158 | 470 | 223 | 306 | 204 | 199 | 149 | 146 | 50 | 30 | 30 |
| 12.00 - 12.30 | | | | A | 6.6 | 22 | 513 | 1302 | 473 | 181^ | 565 | 259 | 373 | 313 | 250 | 149^ | 547 | 292 | 404 | 269 | 210^ | 137^ | 120^ | 68^ | 70^ | 70^ |
| 12.30 - 1.00 | | | | A | 6.7 | 28 | 521 | 1349 | 490 | 220^ | 601 | 272 | 392 | 329 | 286 | 132^ | 504 | 253 | 368 | 244 | 205^ | 128^ | 170^ | 106^ | 74^ | 74^ |
| MIDNIGHT SPECIAL | 10 | 191 | 191 | A | 3.3 | 16 | 257 | 1486 | 401^ | 257^ | 561 | 359^ | 471 | 310^ | 160^ | 63v | 565 | 269^ | 491 | 404^ | 260^ | 62v | 243^ | 61v | 117v | 117v |
| FRI. 12.30A 90 NBC PC | | 93 | 93 | B | 3.5 | 18 | 272 | 1042 | 332 | 146 | 379 | 191 | 272 | 222 | 148 | 76 | 451 | 237 | 376 | 293 | 193 | 65 | 173 | 54 | 39 | 39 |
| 12.30 - 1.00 | | | | A | 4.1 | 16 | 319 | 1561 | 485 | 263^ | 623 | 364^ | 502 | 358^ | 200^ | 87v | 545 | 219^ | 423 | 367^ | 282^ | 97^ | 264^ | 75v | 129^ | 129^ |
| 1.00 - 1.30 | | | | A | 3.2 | 15 | 249 | 1378 | 370^ | 237^ | 523 | 359^ | 463^ | 290^ | 128^ | 36v | 539 | 253^ | 495 | 415^ | 254^ | 44v | 252^ | 47v | 64v | 64v |
| 1.30 - 2.00 | | | | A | 2.7 | 16 | 210 | 1371 | 287^ | 257^ | 458^ | 323^ | 395^ | 248^ | 115v | 39v | 571^ | 348^ | 552^ | 419^ | 204^ | LT | 194^ | 57v | 148^ | 148^ |
| NBC LATE NIGHT MOVIE | 5 | 80 | 74 | A | 1.7 | 8 | 132 | 1045 | 394^ | 159v | 507^ | 272^ | 318^ | 265^ | 228v | 159v | 523^ | 273^ | 462^ | 280^ | 250^ | 61v | LT | LT | LT | LT |
| 1 SUN. 11.35P 118 NBC FF | | 49 | 48 | B | 1.8 | 8 | 140 | 933 | 422 | 124 | 463 | 204 | 282 | 248 | 229 | 145 | 461 | 226 | 352 | 253 | 213 | 101 | LT | LT | LT | LT |
| 2 SUN. 11.30P 124 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 2.1 | 6 | 163 | 1153 | 392^ | 215^ | 583^ | 331^ | 387^ | 307^ | 215^ | 172v | 545^ | 288^ | 466^ | 276^ | 246^ | 61v | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 2.0 | 8 | 156 | 1269 | 487^ | 192v | 589^ | 301^ | 365^ | 283^ | 288^ | 204^ | 648^ | 302^ | 559^ | 353^ | 346^ | 89v | LT | LT | 32v | 32v |
| 12.30 - 1.00 | | | | A | 1.6 | 8 | 124 | 1218 | 460^ | 160v | 564^ | 331^ | 379^ | 306^ | 233v | 153v | 654^ | 332^ | 590^ | 363^ | 322^ | 64v | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 1.4 | 9 | 109 | 422^ | 202v | LT | 202v | 74v | 74v | 138v | 128v | 64v | 220v | 156v | 193v | 110v | 64v | LT | LT | LT | LT | LT |
| POLICE WOMAN-WED. | 8 | 167 | 165 | A | 4.3 | 24 | 335 | 1215 | 638 | 236^ | 678 | 360 | 465 | 356^ | 291^ | 144^ | 450 | 226^ | 322^ | 258^ | 179^ | 116^ | 81v | 75v | LT | LT |
| 1 WED. 12.58A 45 ABC OP | | 93 | 93 | B | 3.5 | 23 | 272 | 1136 | 501 | 165 | 548 | 302 | 365 | 232 | 204 | 142 | 473 | 217 | 330 | 247 | 211 | 139 | 103 | 47 | LT | LT |
| 2 WED. 12.58A 41 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 4.4 | 24 | 342 | 1287 | 726 | 266^ | 764 | 427 | 541 | 413 | 310^ | 147^ | 450 | 210^ | 315^ | 260^ | 193^ | 120^ | 73v | 73v | LT | LT |
| POLICE WOMAN-THU. | 8 | 158 | | A | 2.9 | 17 | 226 | 1319 | 668^ | 230v | 677^ | 181v | 243v | 267v | 416^ | 252v | 429^ | 61v | 150v | 147v | 173v | 279^ | 213v | 213v | LT | LT |
| 1 THU. 12.58A 48 ABC OP | | 90 | | B | 3.0 | 21 | 233 | 1087 | 508 | 159 | 526 | 219 | 254 | 167 | 248 | 209 | 488 | 125 | 241 | 220 | 262 | 207 | 73 | 55 | LT | LT |
| 1.00 - 1.30 | | | | A | 3.0 | 17 | 233 | 1378 | 708^ | 253v | 708^ | 180v | 257v | 292^ | 451^ | 262^ | 468^ | 61v | 180v | 180v | 205v | 288^ | 202v | 202v | LT | LT |
| ROADSHOW(S) | | 212 | | A | 8.9 | 26 | 692 | 1481 | 514 | 223^ | 564 | 234^ | 385 | 302^ | 253^ | 164^ | 769 | 446 | 676 | 501 | 293^ | 87v | 119^ | 45v | 29v | 29v |
| 1 SAT. 11.30P 80 NBC GV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.8 | 26 | 762 | 1605 | 556 | 190^ | 582 | 266^ | 367 | 289^ | 230^ | 200^ | 862 | 491 | 706 | 519 | 307^ | 141^ | 136^ | 36v | 25v | 25v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ROADSHOW(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 8.7 | 26 | 677 | 1498 | 533 | 310^ | 598 | 194^ | 424 | 360 | 320^ | 148^ | 716 | 430 | 656 | 485 | 274^ | 60v | 147^ | 54v | 37v | 37v |
| 12.30 - 1.00 | | | | A | 7.7 | 27 | 599 | 1237 | 405 | 152^ | 475 | 239^ | 353^ | 238^ | 189^ | 122^ | 694 | 397 | 657 | 502 | 297^ | 37v | 46v | 46v | 22v | 22v |
| SATURDAY NIGHT | 9 | | 217 | A | 9.5 | 27 | 739 | 1602 | 515 | 220^ | 572 | 325 | 480 | 406 | 176^ | 77v | 748 | 464 | 603 | 466 | 224^ | 74v | 238^ | 137^ | 44v | 44v |
| 2 SAT. 11.30P 78 NBC GV | | | 99 | B | 10.4 | 32 | 809 | 1592 | 554 | 253 | 636 | 340 | 482 | 374 | 233 | 113 | 669 | 408 | 548 | 438 | 226 | 75 | 246 | 133 | 41 | 38 |
| 11.30 - 12.00 | | | | A | 10.4 | 27 | 809 | 1572 | 515 | 177^ | 581 | 300 | 454 | 395 | 204^ | 94^ | 691 | 424 | 556 | 414 | 233^ | 70v | 209^ | 78^ | 91^ | 91^ |
| 12.00 - 12.30 | | | | A | 9.6 | 29 | 747 | 1580 | 517 | 234^ | 561 | 319 | 488 | 416 | 169^ | 73v | 760 | 451 | 602 | 493 | 223^ | 86^ | 241^ | 165^ | 18v | 18v |
| TOMORROW SHOW-1 | 39 | 188 | 190 | A | 4.1 | 20 | 319 | 1216 | 558 | 219 | 611 | 201 | 307 | 302 | 247 | 247 | 517 | 213 | 366 | 308 | 251 | 121^ | 75^ | 50^ | LT | LT |
| M-TH 12.30A 30 NBC CC | | 98 | 98 | B | 3.8 | 20 | 296 | 1177 | 545 | 208 | 606 | 181 | 300 | 316 | 287 | 232 | 501 | 199 | 331 | 286 | 224 | 142 | 65 | 28 | LT | LT |
| TOMORROW SHOW-2 | 39 | 190 | 191 | A | 2.6 | 18 | 202 | 1114 | 409 | 118^ | 484 | 182^ | 257^ | 192^ | 174^ | 203^ | 550 | 219^ | 391 | 347 | 271^ | 114^ | 80^ | 60v | LT | LT |
| 1 MTUTH 1.00A 57 NBC CC | | 98 | 98 | B | 2.5 | 20 | 195 | 1041 | 448 | 155 | 519 | 148 | 263 | 268 | 252 | 197 | 486 | 202 | 342 | 312 | 213 | 114 | 36 | LT | LT | LT |
| 1 WED. 1.00A 56 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & W 1.00A 57 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU&TH 1.00A 59 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 3.0 | 19 | 233 | 1116 | 434 | 142^ | 511 | 181^ | 267 | 223^ | 197^ | 214^ | 524 | 193^ | 360 | 335 | 276 | 120^ | 81^ | 64v | LT | LT |
| 1.30 - 2.00 | | | | A | 2.3 | 19 | 179 | 1034 | 369 | 84v | 430 | 179^ | 228^ | 146^ | 133^ | 179^ | 542 | 241^ | 408 | 329 | 245^ | 95^ | 62v | 45v | LT | LT |
| TONIGHT SHOW | 48 | 211 | 210 | A | 8.2 | 25 | 638 | 1423 | 663 | 291 | 719 | 242 | 397 | 378 | 326 | 252 | 592 | 238 | 367 | 313 | 262 | 188 | 88^ | 47^ | 24v | 17v |
| M-F 11.30P 60 NBC GV | | 99 | 99 | B | 7.2 | 24 | 560 | 1335 | 614 | 242 | 659 | 210 | 349 | 341 | 317 | 240 | 578 | 230 | 360 | 315 | 263 | 174 | 82 | 33 | 16 | 10 |
| 11.30 - 12.00 | | | | A | 9.2 | 25 | 716 | 1471 | 684 | 291 | 731 | 239 | 400 | 385 | 340 | 265 | 636 | 250 | 386 | 333 | 277 | 206 | 74^ | 45^ | 30^ | 22v |
| 12.00 - 12.30 | | | | A | 7.2 | 25 | 560 | 1339 | 629 | 286 | 693 | 243 | 388 | 361 | 303 | 235 | 530 | 222 | 345 | 285 | 237 | 162 | 103^ | 49^ | 13v | LT |
| TUESDAY MOVIE-WEEK-PART 1 | 8 | 172 | 169 | A | 4.6 | 20 | 358 | 1282 | 632 | 198^ | 674 | 212^ | 377 | 386 | 344 | 216^ | 608 | 183^ | 332^ | 321^ | 360 | 196^ | LT | LT | LT | LT |
| 1 TUE. 11.51P 71 ABC FF | | 94 | 94 | B | 4.3 | 19 | 335 | 1011 | 425 | 157 | 460 | 148 | 282 | 245 | 237 | 142 | 523 | 176 | 333 | 312 | 284 | 149 | 26 | LT | LT | LT |
| 2 TUE. 11.50P 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 5.0 | 20 | 389 | 1239 | 660 | 203^ | 694 | 228^ | 401 | 414 | 359 | 205^ | 545 | 185^ | 316 | 280^ | 299^ | 175^ | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.0 | 21 | 311 | 1277 | 557 | 164^ | 621 | 177^ | 334^ | 322^ | 305^ | 232^ | 656 | 189^ | 347^ | 335^ | 413 | 209^ | LT | LT | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 6 | 172 | 169 | A | 3.2 | 21 | 249 | 996 | 510 | 164^ | 574 | 181^ | 289^ | 281^ | 281^ | 209^ | 422^ | 129^ | 249^ | 172^ | 269^ | 173^ | LT | LT | LT | LT |
| 1 TUE. 1.02A 16 ABC FF | | 94 | 94 | B | 3.4 | 24 | 265 | 790 | 324 | 123 | 359 | 106 | 208 | 172 | 183 | 126 | 414 | 151 | 276 | 255 | 236 | 131 | LT | LT | LT | LT |
| 2 TUE. 1.01A 21 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | | 193 | A | 8.9 | 26 | 692 | 1553 | 573 | 200^ | 720 | 278^ | 486 | 347 | 340^ | 188^ | 282^ | 133^ | 158^ | 124^ | 83v | 108^ | 287^ | 198^ | 264^ | 121^ |
| 2 WED. 4.00P 90 ABC FV | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 7.9 | 27 | 615 | 1367 | 546 | 180^ | 708 | 310^ | 485 | 327^ | 292^ | 178^ | 208^ | 76v | 90v | 71v | 80v | 108^ | 244^ | 191^ | 207^ | 97v |
| 4.30 - 5.00 | | | | A | 9.0 | 27 | 700 | 1510 | 533 | 178^ | 684 | 255^ | 439 | 305^ | 317^ | 197^ | 250^ | 119^ | 130^ | 96^ | 63v | 105^ | 247^ | 170^ | 329^ | 152^ |
| 5.00 - 5.30 | | | | A | 9.9 | 26 | 770 | 1727 | 627 | 233^ | 758 | 268^ | 527 | 401 | 399 | 186^ | 373 | 195^ | 241^ | 188^ | 102^ | 113^ | 350 | 225^ | 246^ | 110^ |
| ABC DAYTIME NEWSBRIEF-M-F | 49 | 173 | 175 | A | 8.1 | 28 | 630 | 1235 | 751 | 163 | 837 | 440 | 603 | 503 | 290 | 162 | 201 | 100 | 124 | 107 | 78^ | 54^ | 111 | 68^ | 86^ | 48^ |
| 1 M-TH 1.57P 2 ABC N | | 93 | 93 | B | 8.3 | 30 | 646 | 1281 | 815 | 219 | 915 | 478 | 684 | 563 | 345 | 162 | 190 | 94 | 140 | 106 | 71 | 45 | 91 | 72 | 85 | 32 |
| 2 M-F 1.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALICE-M-F | 45 | 165 | 163 | A | 5.6 | 27 | 436 | 1383 | 676 | 197 | 816 | 376 | 484 | 350 | 285 | 289 | 221 | 112^ | 121^ | 109^ | 70^ | 85^ | 77^ | 57^ | 269 | 107^ |
| 1 M-W 10.30A 30 CBS CS | | 93 | 91 | B | 5.6 | 29 | 436 | 1408 | 667 | 179 | 784 | 328 | 483 | 387 | 325 | 252 | 269 | 107 | 153 | 121 | 124 | 97 | 84 | 43 | 271 | 102 |
| 2 MTUWF 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | 49 | 190 | 194 | A | 8.5 | 31 | 661 | 1274 | 758 | 174 | 845 | 422 | 607 | 505 | 312 | 164 | 225 | 110 | 141 | 121 | 91 | 57^ | 114 | 83^ | 90 | 44^ |
| 1 M-TH 1.00P 60 ABC DD | | 98 | 99 | B | 8.7 | 33 | 677 | 1308 | 826 | 226 | 919 | 466 | 680 | 558 | 354 | 167 | 200 | 98 | 144 | 117 | 76 | 48 | 98 | 80 | 91 | 34 |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 8.2 | 30 | 638 | 1277 | 753 | 180 | 837 | 411 | 604 | 507 | 320 | 158 | 238 | 115 | 148 | 130 | 101 | 57^ | 116 | 84^ | 86^ | 43^ |
| 1.30 - 2.00 | | | | A | 8.9 | 32 | 692 | 1253 | 750 | 163 | 836 | 425 | 599 | 495 | 298 | 164 | 213 | 104 | 132 | 113 | 83^ | 57^ | 114 | 83^ | 90 | 43^ |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | W 18-34 | W 18-49 | W 25-54 | W 35-64 | W 55+ | MEN TOTAL | M 18-34 | M 18-49 | M 25-54 | M 35-64 | M 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL-AMER THNKSGVNG PARADE(S) | | 191 | | A | 10.3 | 27 | 801 | 2060 | 601 | 232^ | 692 | 222^ | 402 | 340 | 301 | 255^ | 581 | 157^ | 346 | 363 | 331 | 173^ | 188^ | 120^ | 599 | 337 |
| 1 THU. 9.00A 180 CBS AC | | 97 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 6.6 | 22 | 513 | 2269 | 592 | 267^ | 615 | 190^ | 358^ | 360^ | 289^ | 214^ | 597 | 191^ | 379^ | 429^ | 365^ | 93v | 200^ | 96v | 857 | 515 |
| 9.30 - 10.00 | | | | A | 8.6 | 25 | 669 | 2217 | 671 | 254^ | 723 | 217^ | 452 | 410 | 355 | 242^ | 561 | 164^ | 337^ | 377 | 337^ | 129^ | 180^ | 116^ | 753 | 392 |
| 10.00 - 10.30 | | | | A | 10.2 | 27 | 794 | 2116 | 615 | 224^ | 715 | 262^ | 451 | 390 | 290^ | 226^ | 543 | 169^ | 357 | 368 | 302 | 131^ | 200^ | 134^ | 658 | 359 |
| 10.30 - 11.00 | | | | A | 12.3 | 30 | 957 | 2237 | 679 | 253 | 790 | 271 | 490 | 403 | 357 | 262 | 608 | 145^ | 347 | 378 | 347 | 203^ | 224^ | 155^ | 615 | 340 |
| 11.00 - 11.30 | | | | A | 12.2 | 30 | 949 | 1898 | 566 | 226^ | 691 | 203^ | 368 | 282 | 296 | 297 | 572 | 141^ | 329 | 323 | 321 | 209^ | 150^ | 109^ | 485 | 286 |
| 11.30 - 12.00 | | | | A | 11.6 | 28 | 902 | 1805 | 515 | 199^ | 612 | 192^ | 296 | 231^ | 225^ | 278 | 609 | 148^ | 345 | 344 | 345 | 221^ | 177^ | 105^ | 407 | 234^ |
| ANOTHER WORLD | 49 | 205 | 206 | A | 5.3 | 19 | 412 | 1218 | 815 | 230 | 936 | 325 | 508 | 440 | 376 | 367 | 199 | 48^ | 58^ | 24v | 44^ | 131^ | 27v | 19v | 56^ | 19v |
| 1 MTUWF 2.00P 60 NBC DD | | 99 | 99 | B | 4.9 | 18 | 381 | 1208 | 788 | 189 | 886 | 307 | 474 | 434 | 353 | 351 | 215 | 49 | 63 | 50 | 70 | 137 | 42 | 34 | 65 | 22 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 5.3 | 19 | 412 | 1199 | 807 | 218 | 934 | 325 | 507 | 437 | 379 | 371 | 192 | 44^ | 54^ | 24v | 46^ | 126^ | 32v | 17v | 41^ | 17v |
| 2.30 - 3.00 | | | | A | 5.3 | 18 | 412 | 1206 | 811 | 241 | 926 | 319 | 501 | 439 | 369 | 362 | 190 | 51^ | 56^ | 18v | 33v | 128^ | 22v | 20v | 68^ | 20v |
| ANOTHER WORLD-THU(B) | | 157 | | A | 2.9 | 8 | 226 | 1761 | 774^ | 474^ | 903^ | 292^ | 523^ | 553^ | 514^ | 266v | 460^ | 30v | 176v | 225v | 243v | 235v | 332^ | 101v | 66v | 54v |
| 1 THU. 2.00P 60 NBC DD | | 80 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 3.0 | 8 | 233 | 1730 | 748^ | 516^ | 924^ | 332^ | 559^ | 562^ | 485^ | 261^ | 382^ | LT | 128v | 176v | 226v | 206v | 390^ | 123v | 34v | 34v |
| 2.30 - 3.00 | | | | A | 2.9 | 8 | 226 | 1699 | 767^ | 408^ | 833^ | 243v | 461^ | 514^ | 510^ | 253v | 513^ | 63v | 217v | 265v | 243v | 248v | 255v | 70v | 98v | 71v |
| AS THE WORLD TURNS | 49 | 192 | 194 | A | 7.7 | 27 | 599 | 1290 | 803 | 136 | 921 | 177 | 412 | 461 | 472 | 406 | 210 | 40^ | 68^ | 79^ | 85^ | 122 | 74^ | 52^ | 85^ | 32^ |
| 1 MTUWF 2.00P 60 CBS DD | | 99 | 99 | B | 7.7 | 28 | 599 | 1266 | 838 | 149 | 958 | 203 | 428 | 446 | 473 | 431 | 205 | 41 | 71 | 65 | 75 | 126 | 41 | 33 | 62 | 21 |
| 2 M-F 2.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 7.6 | 27 | 591 | 1267 | 797 | 143 | 913 | 169 | 399 | 449 | 474 | 408 | 211 | 38^ | 65^ | 76^ | 87^ | 124 | 69^ | 47^ | 74^ | 21v |
| 2.30 - 3.00 | | | | A | 7.9 | 28 | 615 | 1278 | 795 | 126 | 912 | 181 | 415 | 463 | 462 | 397 | 202 | 41^ | 69^ | 78^ | 82^ | 115 | 71^ | 53^ | 93^ | 39^ |
| BLOCKBUSTERS | 29 | 137 | 138 | A | 3.3 | 16 | 257 | 1416 | 747 | 98^ | 790 | 169^ | 312 | 272 | 263 | 412 | 444 | 101^ | 206^ | 229 | 218^ | 199^ | 81^ | 30v | 101^ | 86^ |
| 1 MTUWF 10.30A 30 NBC QG | | 75 | 75 | B | 3.1 | 15 | 241 | 1429 | 749 | 122 | 833 | 223 | 347 | 317 | 281 | 420 | 437 | 104 | 180 | 202 | 193 | 214 | 55 | 25 | 104 | 64 |
| 2 M-F 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CAPTAIN KANGAROO | 47 | 177 | 177 | A | 3.0 | 15 | 233 | 1313 | 424 | 107^ | 433 | 196^ | 274 | 231^ | 155^ | 125^ | 98^ | 43v | 51v | 51v | 25v | 43v | 39v | 22v | 743 | 147^ |
| 1 MTUWF 8.00A 60 CBS C | | 98 | 98 | B | 2.6 | 13 | 202 | 1407 | 422 | 89 | 437 | 218 | 307 | 236 | 157 | 111 | 141 | 51 | 82 | 79 | 69 | 49 | 46 | LT | 783 | 173 |
| 2 M-F 8.00A 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 2.7 | 14 | 210 | 1300 | 404 | 109^ | 418 | 171^ | 252^ | 234^ | 162^ | 123^ | 86^ | 28v | 39v | 38v | 25v | 43v | 48v | 24v | 748 | 157^ |
| 8.30 - 9.00 | | | | A | 3.2 | 15 | 249 | 1325 | 434 | 101^ | 446 | 220^ | 293 | 233^ | 149^ | 125^ | 96^ | 47v | 56v | 53v | 25v | 40v | 28v | LT | 755 | 137^ |
| CAPTAIN KANGAROO-THU(B) | | 84 | | A | 1.7 | 8 | 132 | 1477^ | 70v | LT | 70v | LT | LT | LT | LT | 46v | 174v | 53v | 53v | 53v | 46v | 121v | 195v | 52v | 1038^ | 750^ |
| 1 THU. 8.00A 60 CBS C | | 71 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 1.4 | 8 | 109 | 1257^ | 54v | LT | 54v | LT | LT | LT | LT | 54v | 184v | LT | LT | LT | 56v | 184v | 303v | 129v | 716^ | 661^ |
| 8.30 - 9.00 | | | | A | 1.9 | 8 | 148 | 1662 | 67v | 34v | 67v | 34v | 34v | 34v | LT | 33v | 163v | 88v | 88v | 88v | 34v | 75v | 121v | LT | 1311^ | 839^ |
| CARD SHARKS | 50 | 126 | 134 | A | 3.4 | 13 | 265 | 1513 | 759 | 121^ | 819 | 211^ | 339 | 328 | 320 | 389 | 366 | 91^ | 163^ | 147^ | 162^ | 184^ | 180^ | 94^ | 148^ | 90^ |
| M-F 12.00N 30 NBC QG | | 68 | 70 | B | 3.0 | 13 | 233 | 1375 | 771 | 153 | 840 | 200 | 346 | 327 | 345 | 438 | 315 | 73 | 117 | 91 | 137 | 183 | 93 | 49 | 127 | 74 |
| CBS LIBRARY(S) | | 188 | | A | 7.5 | 25 | 584 | 1865 | 407 | 96v | 463 | 209^ | 265^ | 189^ | 168^ | 175^ | 450 | 203^ | 276^ | 205^ | 172^ | 150^ | 177^ | 153^ | 775 | 393^ |
| 1 FRI. 11.00A 60 CBS CL | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.00 - 11.30 | | | | A | 7.6 | 26 | 591 | 1822 | 369^ | 88v | 424 | 209^ | 266^ | 190^ | 166^ | 140^ | 418 | 172^ | 257^ | 203^ | 198^ | 142^ | 181^ | 163^ | 799 | 422 |
| 11.30 - 12.00 | | | | A | 7.5 | 25 | 584 | 1863 | 432 | 99v | 485 | 201^ | 252^ | 181^ | 164^ | 203^ | 468 | 231^ | 285^ | 201^ | 138^ | 153^ | 169^ | 140^ | 741 | 355^ |
| CBS NFL FTBL PRE-THU.(S) | | 202 | | A | 14.5 | 36 | 1128 | 2026 | 529 | 252 | 601 | 208^ | 326 | 269 | 225 | 247 | 1013 | 345 | 685 | 655 | 547 | 279 | 177^ | 86^ | 235 | 192^ |
| 1 THU. 12.00N 30 CBS SC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL FTBL GAME-THU.(S) | | 203 | | A | 21.5 | 55 | 1673 | 1883 | 392 | 217 | 459 | 131^ | 244 | 222 | 221 | 183 | 1154 | 422 | 738 | 703 | 570 | 325 | 129^ | 33v | 141^ | 111^ |
| 1 THU. 12.30P 197 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 19.6 | 49 | 1525 | 1972 | 486 | 251 | 571 | 193 | 353 | 274 | 258 | 197 | 1023 | 375 | 657 | 645 | 510 | 278 | 177 | 68^ | 201 | 161 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL FTBL GAME--CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 21.4 | 54 | 1665 | 1916 | 461 | 215 | 529 | 150 | 299 | 234 | 266 | 203 | 1113 | 439 | 728 | 705 | 531 | 287 | 142 | 27v | 132^ | 101^ |
| 1.30 - 2.00 | | | | A | 22.4 | 57 | 1743 | 1859 | 456 | 226 | 495 | 108^ | 227 | 205 | 251 | 238 | 1136 | 431 | 720 | 669 | 530 | 337 | 104^ | 28v | 124^ | 96^ |
| 2.00 - 2.30 | | | | A | 21.4 | 57 | 1665 | 1884 | 407 | 221 | 441 | 103^ | 207 | 221 | 227 | 192 | 1241 | 452 | 787 | 748 | 601 | 358 | 78^ | 27v | 124^ | 94^ |
| 2.30 - 3.00 | | | | A | 21.7 | 58 | 1688 | 1924 | 373 | 250 | 458 | 144 | 248 | 252 | 214 | 163 | 1241 | 458 | 803 | 756 | 618 | 338 | 104^ | 8v | 121^ | 90^ |
| 3.00 - 3.30 | | | | A | 22.8 | 59 | 1774 | 1795 | 281 | 187 | 352 | 115^ | 189 | 198 | 162 | 125^ | 1163 | 400 | 736 | 687 | 607 | 345 | 146 | 27v | 134 | 120^ |
| DAYS OF OUR LIVES | 50 | 200 | 208 | A | 5.5 | 19 | 428 | 1411 | 801 | 278 | 972 | 377 | 538 | 391 | 347 | 388 | 296 | 70^ | 110^ | 75^ | 101^ | 172 | 70^ | 37^ | 73^ | 45^ |
| M-F 1.00P 60 NBC DD | | 98 | 99 | B | 5.4 | 20 | 420 | 1336 | 861 | 173 | 955 | 337 | 499 | 399 | 343 | 416 | 275 | 53 | 84 | 70 | 102 | 176 | 49 | 27 | 57 | 25 |
| 1.00 - 1.30 | | | | A | 5.4 | 19 | 420 | 1412 | 783 | 278 | 967 | 379 | 538 | 379 | 341 | 378 | 312 | 69^ | 117^ | 82^ | 114^ | 175 | 80^ | 47^ | 53^ | 33v |
| 1.30 - 2.00 | | | | A | 5.6 | 20 | 436 | 1392 | 807 | 267 | 967 | 369 | 530 | 393 | 350 | 397 | 283 | 70^ | 103^ | 71^ | 92^ | 167 | 55^ | 23v | 87^ | 51^ |
| DOCTORS | 49 | 186 | 187 | A | 3.6 | 14 | 280 | 1339 | 793 | 229 | 879 | 293 | 486 | 449 | 350 | 333 | 242 | 43v | 50v | 69^ | 118^ | 156^ | 107^ | 78^ | 111^ | 68^ |
| 1 MTUWF 12.30P 30 NBC DD | | 90 | 90 | B | 3.5 | 15 | 272 | 1279 | 793 | 190 | 867 | 289 | 454 | 416 | 338 | 359 | 262 | 60 | 77 | 68 | 136 | 165 | 80 | 58 | 70 | 42 |
| 2 M-F 12.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DOCTORS-THU(B) | | 129 | | A | 3.4 | 9 | 265 | 1487 | 439^ | 162v | 582^ | 265^ | 265^ | 246^ | 162v | 226v | 471^ | 71v | 166v | 207v | 299^ | 218v | 180v | 82v | 254^ | 121v |
| 1 THU. 12.30P 30 NBC DD | | 69 | | | | | | | | | | | | | | | | | | | | | | | | |
| EDGE OF NIGHT | 45 | 150 | 151 | A | 4.6 | 14 | 358 | 1405 | 788 | 218 | 859 | 342 | 550 | 467 | 381 | 231 | 280 | 138^ | 163^ | 91^ | 102^ | 110^ | 146^ | 126^ | 120^ | 70^ |
| 1 M-TH 4.00P 30 ABC DD | | 82 | 82 | B | 4.9 | 16 | 381 | 1374 | 736 | 250 | 848 | 370 | 561 | 470 | 352 | 216 | 276 | 128 | 161 | 112 | 96 | 106 | 106 | 95 | 144 | 71 |
| 1 FRI. 4.10P 20 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MTUTHF 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FAMILY FEUD | 50 | 178 | 182 | A | 6.4 | 24 | 498 | 1498 | 802 | 203 | 874 | 351 | 520 | 451 | 374 | 291 | 327 | 120 | 178 | 148 | 163 | 129 | 100^ | 84^ | 197 | 134 |
| M-F 12.00N 30 ABC QP | | 93 | 94 | B | 6.0 | 25 | 467 | 1339 | 735 | 189 | 833 | 352 | 513 | 442 | 356 | 247 | 288 | 117 | 160 | 136 | 114 | 114 | 91 | 73 | 127 | 66 |
| FAMOUS CLASSIC TALES-1(S) | | 152 | | A | 5.3 | 15 | 412 | 1670 | 191^ | 126v | 290^ | 81v | 165^ | 170^ | 164^ | 97v | 843 | 234^ | 640 | 583 | 568^ | 158^ | 158^ | 61v | 379^ | 138v |
| 1 THU. 3.47P 43 CBS CA | | 84 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 4.8 | 13 | 373 | 1727 | 185^ | 142v | 295^ | 95v | 194^ | 198^ | 171^ | 69v | 756 | 145v | 606^ | 594^ | 611^ | 100v | 177^ | 66v | 499^ | 157v |
| FAMOUS CLASSIC TALES-2(S) | | 164 | | A | 7.0 | 26 | 545 | 1866 | 324^ | 90v | 390^ | 248^ | 289^ | 222^ | 142^ | 81v | 400^ | 174^ | 290^ | 290^ | 170^ | 110v | 267^ | 193^ | 809 | 488 |
| 1 FRI. 10.00A 60 CBS CA | | 91 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 6.5 | 25 | 506 | 1806 | 311^ | 109v | 378^ | 235^ | 291^ | 233^ | 143^ | 67v | 387^ | 194^ | 298^ | 298^ | 150^ | 89v | 256^ | 179^ | 785 | 487 |
| 10.30 - 11.00 | | | | A | 7.6 | 28 | 591 | 1882 | 326^ | 71v | 390^ | 256^ | 282^ | 205^ | 134^ | 89v | 401 | 151^ | 275^ | 275^ | 186^ | 126^ | 271^ | 198^ | 820 | 485 |
| GENERAL HOSPITAL | 47 | 194 | 197 | A | 10.5 | 33 | 817 | 1329 | 758 | 205 | 855 | 431 | 597 | 447 | 326 | 187 | 182 | 77 | 100 | 61^ | 72 | 76 | 149 | 129 | 143 | 82 |
| 1 M-TH 3.00P 60 ABC DD | | 99 | 99 | B | 11.0 | 36 | 856 | 1337 | 774 | 196 | 856 | 442 | 616 | 465 | 316 | 181 | 187 | 85 | 111 | 75 | 61 | 70 | 159 | 133 | 135 | 81 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 10.3 | 33 | 801 | 1312 | 777 | 201 | 866 | 441 | 608 | 454 | 325 | 187 | 181 | 79 | 99 | 60^ | 68^ | 76 | 130 | 111 | 135 | 73^ |
| 3.30 - 4.00 | | | | A | 10.8 | 33 | 840 | 1319 | 732 | 204 | 830 | 416 | 577 | 434 | 319 | 185 | 175 | 71 | 95 | 58^ | 71 | 75 | 165 | 144 | 149 | 91 |
| GOING PLACES(S) | | 171 | | A | 6.1 | 18 | 475 | 1255 | 605 | 87v | 658 | 69v | 260^ | 320^ | 354^ | 312^ | 322^ | 76v | 109v | 139^ | 94v | 183^ | 102v | 54v | 173^ | 129^ |
| 2 TUE. 4.00P 30 CBS CN | | 90 | | | | | | | | | | | | | | | | | | | | | | | | |
| GOOD MORNING, AMERICA-730 | 50 | 201 | 201 | A | 4.5 | 25 | 350 | 1409 | 681 | 243 | 729 | 181 | 323 | 405 | 394 | 278 | 472 | 169 | 224 | 206 | 200 | 180 | 73^ | 31v | 135^ | 80^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 4.8 | 26 | 373 | 1371 | 707 | 227 | 761 | 222 | 384 | 400 | 395 | 280 | 418 | 128 | 192 | 178 | 181 | 178 | 70 | 21 | 122 | 72 |
| GOOD MORNING, AMERICA-830 | 50 | 200 | 201 | A | 6.1 | 29 | 475 | 1232 | 758 | 206 | 784 | 217 | 335 | 398 | 387 | 333 | 357 | 120^ | 164 | 169 | 144 | 152 | 39^ | 19v | 52^ | 19v |
| M-F 8.30A 30 ABC N | | 98 | 98 | B | 5.7 | 29 | 443 | 1181 | 734 | 192 | 774 | 222 | 344 | 380 | 370 | 338 | 326 | 87 | 137 | 151 | 148 | 150 | 25 | 11 | 56 | 21 |
| GUIDING LIGHT | 49 | 195 | 196 | A | 8.4 | 26 | 654 | 1291 | 791 | 135 | 903 | 195 | 388 | 422 | 433 | 425 | 205 | 31^ | 60^ | 76^ | 94 | 126 | 103 | 79^ | 80^ | 36^ |
| 1 MTUWF 3.00P 60 CBS DD | | 99 | 99 | B | 8.0 | 27 | 622 | 1323 | 805 | 159 | 925 | 204 | 399 | 413 | 453 | 438 | 225 | 53 | 86 | 78 | 94 | 124 | 78 | 65 | 95 | 42 |
| 2 M-F 3.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | A | 8.2 | 27 | 638 | 1271 | 796 | 132 | 906 | 193 | 385 | 422 | 432 | 432 | 202 | 30^ | 61^ | 74^ | 93 | 125 | 91^ | 68^ | 72^ | 26^ |
| 3.30 - 4.00 | | | | A | 8.6 | 26 | 669 | 1297 | 778 | 133 | 895 | 193 | 386 | 422 | 433 | 419 | 201 | 26^ | 53^ | 70^ | 94 | 129 | 116 | 90 | 85^ | 42^ |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JEFFERSONS M-F | 45 | 157 | 154 | A | 4.9 | 24 | 381 | 1318 | 646 | 250 | 786 | 386 | 492 | 395 | 263 | 241 | 202 | 139^ | 144^ | 128^ | 50^ | 50^ | 80^ | 57^ | 250 | 108^ |
| 1 M-W 10.00A 30 CBS CS | | 90 | 88 | B | 4.8 | 25 | 373 | 1359 | 651 | 178 | 738 | 293 | 459 | 388 | 309 | 230 | 243 | 98 | 143 | 125 | 125 | 84 | 86 | 40 | 292 | 114 |
| 2 MTUWF 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAS VEGAS GAMBIT | 29 | 133 | 133 | A | 2.9 | 14 | 226 | 1447 | 756 | 146^ | 805 | 198^ | 327 | 284 | 254^ | 411 | 477 | 110^ | 204^ | 225^ | 217^ | 239^ | 67v | 22v | 98^ | 62v |
| 1 MTUWF 10.00A 30 NBC QG | | 75 | 74 | B | 2.8 | 14 | 218 | 1485 | 743 | 136 | 854 | 215 | 355 | 312 | 303 | 441 | 472 | 111 | 184 | 190 | 196 | 251 | 48 | 23 | 111 | 46 |
| 2 M-F 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LOVE BOAT DAYTIME | 50 | 190 | 192 | A | 6.2 | 26 | 482 | 1409 | 680 | 199 | 732 | 364 | 485 | 382 | 276 | 202 | 318 | 164 | 210 | 149 | 113^ | 81^ | 143 | 117^ | 216 | 122 |
| M-F 11.00A 60 ABC CS | | 98 | 98 | B | 5.1 | 25 | 397 | 1349 | 677 | 185 | 744 | 371 | 504 | 402 | 278 | 192 | 264 | 147 | 181 | 115 | 86 | 63 | 143 | 114 | 198 | 90 |
| 11.00 - 11.30 | | | | A | 5.8 | 24 | 451 | 1379 | 675 | 203 | 726 | 361 | 482 | 386 | 277 | 193 | 293 | 155 | 200 | 146 | 102^ | 69^ | 147 | 118^ | 213 | 115^ |
| 11.30 - 12.00 | | | | A | 6.6 | 27 | 513 | 1402 | 672 | 187 | 723 | 360 | 478 | 375 | 272 | 205 | 328 | 169 | 211 | 146 | 113^ | 89^ | 138 | 113^ | 213 | 126 |
| MACYS THANKSGIVING PARADE(S) | | 210 | | A | 16.6 | 43 | 1291 | 1814 | 660 | 255 | 762 | 216 | 367 | 344 | 319 | 325 | 532 | 154^ | 279 | 274 | 258 | 218 | 149^ | 91^ | 371 | 234 |
| 1 THU. 9.00A 180 NBC AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 10.7 | 37 | 832 | 1636 | 672 | 254^ | 735 | 192^ | 290 | 248^ | 268^ | 375 | 425 | 77^ | 162^ | 194^ | 234^ | 231^ | 87^ | 59v | 389 | 250^ |
| 9.30 - 10.00 | | | | A | 15.0 | 42 | 1167 | 1669 | 608 | 225 | 708 | 202 | 315 | 299 | 260 | 331 | 446 | 87^ | 192^ | 206 | 232 | 225 | 120^ | 84^ | 395 | 257 |
| 10.00 - 10.30 | | | | A | 17.5 | 45 | 1362 | 1849 | 666 | 244 | 754 | 192 | 362 | 357 | 331 | 325 | 516 | 110^ | 254 | 250 | 262 | 242 | 165^ | 106^ | 414 | 257 |
| 10.30 - 11.00 | | | | A | 17.7 | 42 | 1377 | 1832 | 668 | 257 | 756 | 205 | 364 | 354 | 328 | 322 | 529 | 163^ | 289 | 280 | 247 | 203 | 157^ | 98^ | 390 | 232 |
| 11.00 - 11.30 | | | | A | 19.5 | 46 | 1517 | 1929 | 673 | 262 | 789 | 245 | 400 | 365 | 332 | 318 | 615 | 233 | 364 | 360 | 278 | 199 | 155^ | 85^ | 370 | 219 |
| 11.30 - 12.00 | | | | A | 19.3 | 45 | 1502 | 1838 | 656 | 270 | 789 | 237 | 412 | 384 | 344 | 305 | 577 | 197 | 333 | 292 | 272 | 213 | 180 | 105^ | 292 | 202 |
| MAGAZINE(S) | | | 177 | A | 3.6 | 20 | 280 | 1018 | 528^ | 164v | 560^ | 240^ | 382^ | 319^ | 256^ | 138v | 329^ | 183v | 183v | 226^ | 86v | 60v | LT | LT | 129v | LT |
| 2 THU. 10.00A 60 CBS DN | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 3.6 | 20 | 280 | 1071 | 511^ | 179v | 547^ | 236^ | 371^ | 329^ | 257^ | 136v | 349^ | 199v | 199v | 218^ | 75v | 75v | LT | LT | 175v | LT |
| 10.30 - 11.00 | | | | A | 3.6 | 20 | 280 | 943 | 536^ | 143v | 561^ | 239^ | 386^ | 300^ | 250^ | 140v | 300^ | 161v | 161v | 228^ | 96v | 43v | LT | LT | 82v | LT |
| MORNING-CHARLES KURALT | 50 | 182 | 183 | A | 2.8 | 17 | 218 | 1321 | 679 | 280 | 716 | 78^ | 267^ | 321 | 491 | 344 | 476 | 129^ | 216^ | 207^ | 266^ | 191^ | 59v | 27v | 70v | 42v |
| M-F 7.15A 45 CBS N | | 98 | 98 | B | 2.8 | 16 | 218 | 1345 | 639 | 218 | 690 | 165 | 297 | 309 | 361 | 311 | 483 | 126 | 226 | 197 | 267 | 201 | 41 | LT | 131 | 56 |
| 7.30 - 8.00 | | | | A | 2.9 | 16 | 226 | 1332 | 695 | 279 | 726 | 88^ | 265 | 315 | 492 | 354 | 459 | 137^ | 211^ | 177^ | 234^ | 194^ | 62v | 31v | 85^ | 49v |
| NCAA FOOTBALL SPECIAL(S) | | 207 | | A | 10.2 | 30 | 794 | 1501 | 392 | 150^ | 407 | 150^ | 290^ | 240^ | 212^ | 102^ | 740 | 264^ | 432 | 416 | 377 | 192^ | 140^ | 68v | 214^ | 186^ |
| 1 FRI. 1.00P 190 ABC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 8.6 | 26 | 669 | 1616 | 480 | 194^ | 480 | 146^ | 343^ | 306^ | 270^ | 124^ | 653 | 247^ | 433 | 396 | 341^ | 138^ | 159^ | 73v | 324^ | 295^ |
| 1.30 - 2.00 | | | | A | 9.5 | 29 | 739 | 1629 | 389 | 174^ | 389 | 142^ | 290^ | 259^ | 208^ | 80v | 747 | 254^ | 483 | 442 | 427 | 167^ | 182^ | 82^ | 311^ | 265^ |
| 2.00 - 2.30 | | | | A | 10.1 | 30 | 786 | 1413 | 366 | 192^ | 366 | 146^ | 285^ | 232^ | 190^ | 68v | 722 | 256^ | 433 | 414 | 391 | 182^ | 116^ | 33v | 209^ | 178^ |
| 2.30 - 3.00 | | | | A | 9.8 | 29 | 762 | 1517 | 389 | 164^ | 389 | 137^ | 292^ | 230^ | 221^ | 87^ | 806 | 290^ | 466 | 435 | 413 | 211^ | 127^ | 38v | 195^ | 172^ |
| 3.00 - 3.30 | | | | A | 10.8 | 32 | 840 | 1429 | 368 | 117^ | 397 | 151^ | 280^ | 213^ | 216^ | 106^ | 743 | 267^ | 404 | 422 | 347 | 196^ | 147^ | 78^ | 142^ | 125^ |
| 3.30 - 4.00 | | | | A | 11.7 | 32 | 910 | 1400 | 340 | 108^ | 369 | 146^ | 244^ | 200^ | 175^ | 114^ | 770 | 270 | 403 | 423 | 358 | 231^ | 123^ | 77^ | 138^ | 121^ |
| NEWSBREAK-11.57 | 48 | 164 | 165 | A | 5.9 | 27 | 459 | 1285 | 680 | 161 | 804 | 207 | 378 | 349 | 362 | 363 | 340 | 78^ | 115^ | 109^ | 105^ | 203 | 54^ | 43^ | 87^ | 24v |
| 1 M-W 11.57A 2 CBS N | | 90 | 90 | B | 5.9 | 28 | 459 | 1361 | 738 | 170 | 858 | 263 | 429 | 382 | 356 | 363 | 322 | 83 | 129 | 113 | 120 | 178 | 41 | 29 | 140 | 36 |
| 2 M-F 11.57A 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-3.57 | 49 | 177 | 177 | A | 7.5 | 22 | 584 | 1291 | 764 | 135 | 887 | 190 | 390 | 425 | 436 | 404 | 203 | 21v | 50^ | 71^ | 102 | 132 | 127 | 101 | 74^ | 36^ |
| 1 MTUWF 3.57P 2 CBS N | | 94 | 94 | B | 6.6 | 21 | 513 | 1348 | 798 | 158 | 931 | 223 | 404 | 414 | 445 | 422 | 229 | 55 | 90 | 87 | 97 | 120 | 90 | 75 | 98 | 45 |
| 2 M-F 3.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL '80 NBC-THU(S) | | 187 | | A | 7.2 | 19 | 560 | 2425 | 709 | 473 | 984 | 424 | 599 | 458 | 437 | 252^ | 1043 | 306^ | 575 | 490 | 526 | 378^ | 219^ | 93v | 179^ | 167^ |
| 1 THU. 3.30P 30 NBC SC | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL FOOTBALL GAME-NBC-THU(S) | | 217 | | A | 19.3 | 49 | 1502 | 2308 | 518 | 277 | 637 | 259 | 376 | 291 | 265 | 203 | 1334 | 507 | 870 | 817 | 630 | 367 | 211 | 65^ | 126^ | 99^ |
| 1 THU. 4.00P 191 NBC SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 18.5 | 51 | 1439 | 2543 | 574 | 393 | 763 | 343 | 483 | 335 | 318 | 209 | 1379 | 471 | 857 | 794 | 689 | 430 | 262 | 36v | 139^ | 116^ |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL FOOTBALL GAME--CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | | | | | A | 20.6 | 56 | 1603 | 2467 | 540 | 342 | 678 | 291 | 427 | 331 | 293 | 192 | 1398 | 562 | 905 | 826 | 622 | 407 | 248 | 55^ | 143^ | 111^ |
| 5.00 - 5.30 | | | | | | | | A | 20.7 | 55 | 1610 | 2279 | 498 | 291 | 626 | 257 | 364 | 275 | 262 | 203 | 1311 | 495 | 846 | 786 | 627 | 356 | 206 | 67^ | 136^ | 104^ |
| 5.30 - 6.00 | | | | | | | | A | 19.4 | 52 | 1509 | 2262 | 482 | 231 | 607 | 254 | 349 | 263 | 244 | 199 | 1301 | 500 | 841 | 801 | 615 | 344 | 201 | 77^ | 153^ | 117^ |
| 6.00 - 6.30 | | | | | | | | A | 18.9 | 46 | 1470 | 2143 | 460 | 198 | 529 | 180 | 287 | 251 | 229 | 190 | 1337 | 544 | 919 | 879 | 605 | 323 | 185 | 82^ | 92^ | 66^ |
| 6.30 - 7.00 | | | | | | | | A | 18.5 | 42 | 1439 | 2165 | 519 | 192 | 584 | 216 | 325 | 271 | 223 | 207 | 1306 | 492 | 860 | 814 | 610 | 358 | 200 | 72^ | 75^ | 60^ |
| NUTCRACKER(S) | | | | | | 140 | | A | 3.1 | 8 | 241 | 1772 | 153v | 137v | 244v | 28v | 141v | 195v | 200v | 49v | 747^ | 182v | 528^ | 464^ | 523^ | 166v | 129v | 54v | 652^ | 237v |
| 1 THU. | 4.30P | 30 | CBS | CA | | 78 | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE DAY AT A TIME-M-F | | | | | 46 | 122 | 121 | A | 4.7 | 14 | 366 | 1309 | 636 | 191 | 729 | 246 | 401 | 394 | 382 | 232 | 177 | 51^ | 63^ | 58^ | 58^ | 101^ | 151^ | 107^ | 252 | 153^ |
| 1 MTUWF | 4.00P | 30 | CBS | CS | | 72 | 71 | B | 4.3 | 14 | 335 | 1429 | 702 | 172 | 796 | 261 | 423 | 370 | 403 | 302 | 247 | 79 | 106 | 97 | 87 | 120 | 162 | 112 | 224 | 131 |
| 2 MWTHF | 4.00P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | | | | | 47 | 193 | 195 | A | 8.4 | 29 | 654 | 1235 | 773 | 171 | 834 | 432 | 591 | 463 | 289 | 174 | 215 | 100 | 125 | 89^ | 81^ | 74^ | 90 | 75^ | 96 | 41^ |
| 1 M-TH | 2.00P | 60 | ABC | DD | | 99 | 99 | B | 8.9 | 32 | 692 | 1248 | 817 | 199 | 893 | 473 | 651 | 514 | 323 | 172 | 179 | 80 | 109 | 79 | 57 | 65 | 92 | 82 | 84 | 33 |
| 2 M-F | 2.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | | | | | A | 8.1 | 29 | 630 | 1238 | 776 | 178 | 837 | 439 | 599 | 472 | 284 | 169 | 215 | 104 | 129 | 91^ | 79^ | 68^ | 87^ | 72^ | 99 | 44^ |
| 2.30 - 3.00 | | | | | | | | A | 8.7 | 30 | 677 | 1219 | 766 | 164 | 827 | 428 | 581 | 452 | 287 | 177 | 205 | 90 | 114 | 82^ | 78^ | 77^ | 94 | 77^ | 93 | 39^ |
| PASSWORD PLUS | | | | | 48 | 178 | 178 | A | 4.6 | 20 | 358 | 1346 | 716 | 156^ | 806 | 192 | 330 | 359 | 369 | 374 | 385 | 169 | 192 | 183 | 84^ | 166 | 94^ | 45^ | 61^ | 33v |
| 1 MTUWF | 11.30A | 30 | NBC | QG | | 89 | 90 | B | 4.1 | 20 | 319 | 1205 | 708 | 130 | 776 | 176 | 314 | 317 | 352 | 387 | 325 | 99 | 128 | 141 | 114 | 160 | 56 | 26 | 48 | 20 |
| 2 M-F | 11.30A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 1 | | | | | 48 | 190 | 189 | A | 5.8 | 28 | 451 | 1282 | 656 | 157 | 747 | 209 | 339 | 324 | 338 | 350 | 362 | 88^ | 119^ | 133 | 140 | 201 | 50^ | 38^ | 123^ | 26v |
| 1 M-W | 11.00A | 30 | CBS | AP | | 94 | 94 | B | 5.8 | 30 | 451 | 1371 | 730 | 172 | 840 | 274 | 432 | 380 | 359 | 348 | 326 | 82 | 133 | 117 | 131 | 174 | 37 | 24 | 168 | 49 |
| 2 M-F | 11.00A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRICE IS RIGHT 2 | | | | | 48 | 189 | 188 | A | 6.6 | 30 | 513 | 1329 | 704 | 130 | 818 | 214 | 375 | 343 | 363 | 379 | 360 | 76^ | 117 | 113^ | 130 | 220 | 57^ | 48^ | 94^ | 26v |
| 1 M-W | 11.30A | 30 | CBS | AP | | 94 | 94 | B | 6.5 | 31 | 506 | 1387 | 761 | 162 | 873 | 268 | 436 | 382 | 367 | 373 | 334 | 80 | 129 | 109 | 129 | 191 | 39 | 28 | 141 | 41 |
| 2 M-F | 11.30A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| RYAN'S HOPE | | | | | 50 | 180 | 186 | A | 6.6 | 25 | 513 | 1265 | 714 | 198 | 783 | 335 | 510 | 441 | 314 | 209 | 301 | 122 | 175 | 158 | 141 | 83^ | 92^ | 84^ | 89^ | 51^ |
| M-F | 12.30P | 30 | ABC | DD | | 95 | 96 | B | 6.3 | 26 | 490 | 1294 | 776 | 222 | 864 | 413 | 603 | 508 | 345 | 180 | 246 | 107 | 158 | 137 | 97 | 70 | 80 | 68 | 104 | 31 |
| SEARCH FOR TOMORROW | | | | | 49 | 186 | 187 | A | 6.3 | 25 | 490 | 1247 | 679 | 190 | 810 | 177 | 311 | 369 | 381 | 403 | 297 | 63^ | 90^ | 107^ | 135 | 172 | 32^ | 27v | 108^ | 43^ |
| 1 MTUWF | 12.30P | 30 | CBS | DD | | 96 | 96 | B | 6.2 | 26 | 482 | 1267 | 748 | 172 | 875 | 237 | 396 | 405 | 376 | 403 | 276 | 51 | 89 | 85 | 117 | 167 | 34 | 25 | 82 | 24 |
| 2 M-F | 12.30P | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TEXAS | | | | | 49 | 199 | 201 | A | 4.7 | 15 | 366 | 1210 | 759 | 221 | 880 | 298 | 476 | 423 | 358 | 331 | 177 | 41v | 58^ | 28v | 38v | 111^ | 43^ | 27v | 110^ | 47^ |
| 1 MTUWF | 3.00P | 60 | NBC | DD | | 98 | 98 | B | 4.5 | 15 | 350 | 1245 | 771 | 193 | 857 | 274 | 451 | 420 | 370 | 340 | 232 | 66 | 83 | 60 | 71 | 137 | 56 | 45 | 100 | 54 |
| 2 M-F | 3.00P | 60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | A | 4.6 | 15 | 358 | 1154 | 763 | 233 | 889 | 307 | 483 | 418 | 360 | 334 | 162^ | 39v | 53^ | 20v | 28v | 103^ | 22v | 14v | 81^ | 31v |
| 3.30 - 4.00 | | | | | | | | A | 4.8 | 15 | 373 | 1236 | 748 | 209 | 861 | 284 | 458 | 419 | 348 | 330 | 177 | 37v | 53^ | 30v | 41v | 115^ | 64^ | 43^ | 134^ | 59^ |
| TODAY SHOW-7.30AM | | | | | 50 | 202 | 213 | A | 4.3 | 25 | 335 | 1322 | 742 | 161^ | 784 | 197 | 337 | 287 | 346 | 399 | 491 | 93^ | 144^ | 138^ | 201 | 311 | LT | LT | 44v | 30v |
| M-F | 7.30A | 30 | NBC | N | | 97 | 99 | B | 4.8 | 26 | 373 | 1341 | 745 | 136 | 786 | 173 | 318 | 276 | 355 | 427 | 495 | 90 | 169 | 157 | 228 | 299 | 22 | LT | 38 | 26 |
| TODAY SHOW-8.30AM | | | | | 50 | 207 | 211 | A | 5.6 | 27 | 436 | 1250 | 749 | 152 | 788 | 190 | 324 | 294 | 363 | 393 | 354 | 60^ | 102^ | 90^ | 187 | 225 | LT | LT | 101^ | 70^ |
| M-F | 8.30A | 30 | NBC | N | | 99 | 99 | B | 5.6 | 29 | 436 | 1286 | 759 | 145 | 796 | 158 | 299 | 275 | 373 | 440 | 431 | 67 | 134 | 129 | 196 | 269 | LT | LT | 48 | 30 |
| WHEEL OF FORTUNE | | | | | 49 | 180 | 182 | A | 4.7 | 22 | 366 | 1374 | 815 | 129^ | 867 | 252 | 448 | 423 | 372 | 356 | 339 | 99^ | 137^ | 160^ | 108^ | 163 | 86^ | 40v | 82^ | 32v |
| 1 MTUWF | 11.00A | 30 | NBC | QG | | 90 | 90 | B | 4.0 | 20 | 311 | 1221 | 743 | 111 | 797 | 222 | 368 | 368 | 342 | 360 | 310 | 77 | 110 | 134 | 122 | 161 | 42 | 18 | 72 | 23 |
| 2 M-F | 11.00A | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| YOUNG AND THE RESTLESS | | | | | 49 | 196 | 196 | A | 7.6 | 28 | 591 | 1223 | 762 | 155 | 895 | 265 | 451 | 415 | 411 | 374 | 171 | 58^ | 72^ | 65^ | 66^ | 79^ | 47^ | 34^ | 110 | 44^ |
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| YOUNG AND THE REST-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 MTUWF 1.00P 60 CBS DD | | 99 | 99 | B | 7.4 | 29 | 576 | 1232 | 798 | 143 | 921 | 296 | 479 | 432 | 404 | 377 | 170 | 52 | 69 | 53 | 56 | 96 | 40 | 29 | 101 | 25 |
| 2 M-F 1.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 7.3 | 27 | 568 | 1222 | 756 | 158 | 891 | 263 | 456 | 418 | 408 | 371 | 170 | 58^ | 76^ | 69^ | 63^ | 76^ | 44^ | 33^ | 117 | 50^ |
| 1.30 - 2.00 | | | | A | 7.8 | 28 | 607 | 1229 | 773 | 147 | 907 | 271 | 454 | 417 | 419 | 379 | 172 | 56^ | 70^ | 62^ | 71^ | 83^ | 47^ | 32^ | 103 | 38^ |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AFTERNOON PLAYHOUSE(S) | | 108 | | A | 3.2 | 7 | 249 | 1859 | 682^ | 228v | 782^ | 148v | 546^ | 547^ | 543^ | 167v | 245^ | LT | 89v | 89v | 137v | 156v | 297^ | 144v | 535^ | 355^ |
| 1 SUN. 4.00P 60 CBS CL | | 70 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 3.0 | 6 | 233 | 1704 | 605^ | 228v | 695^ | 54v | 467^ | 486^ | 551^ | 155v | 155v | LT | LT | LT | 61v | 155v | 313^ | 159v | 541^ | 366^ |
| 4.30 - 5.00 | | | | A | 3.5 | 7 | 272 | 1923 | 721^ | 217v | 827^ | 220v | 587^ | 573^ | 515^ | 177v | 313^ | LT | 161v | 161v | 198v | 152v | 272^ | 125v | 511^ | 332^ |
| ALL NEW POPEYE HOUR 1 | 12 | 187 | 190 | A | 7.9 | 30 | 615 | 1662 | 335 | 131^ | 410 | 183^ | 277 | 218 | 174^ | 108^ | 261 | 131^ | 233 | 166^ | 117^ | 28v | 104^ | 49v | 887 | 407 |
| SAT. 10.30A 30 CBS CA | | 97 | 97 | B | 7.4 | 29 | 576 | 1690 | 338 | 137 | 401 | 223 | 291 | 188 | 149 | 81 | 329 | 208 | 263 | 159 | 101 | 55 | 198 | 105 | 762 | 356 |
| ALL NEW POPEYE HOUR 2 | 12 | 187 | 190 | A | 7.8 | 30 | 607 | 1603 | 352 | 99^ | 383 | 163^ | 288 | 232 | 180^ | 76^ | 269 | 134^ | 229 | 170^ | 119^ | 21v | 89^ | 57^ | 862 | 442 |
| SAT. 11.00A 30 CBS CA | | 97 | 97 | B | 7.0 | 28 | 545 | 1667 | 340 | 148 | 403 | 235 | 298 | 184 | 130 | 76 | 301 | 173 | 240 | 148 | 110 | 53 | 228 | 124 | 735 | 368 |
| ANIMALS, ANIMALS, ANIMALS | 9 | 132 | 131 | A | 3.0 | 11 | 233 | 1416 | 483^ | 132^ | 488^ | 184^ | 291^ | 171^ | 185^ | 154^ | 264^ | 133^ | 171^ | 99v | 89v | 76v | 92v | 56v | 572 | 219^ |
| SUN. 11.30A 30 ABC CL | | 85 | 85 | B | 2.6 | 10 | 202 | 1309 | 396 | 107 | 403 | 162 | 247 | 201 | 166 | 134 | 332 | 129 | 199 | 166 | 123 | 119 | 98 | 74 | 476 | 277 |
| ASK NBC NEWS-8:58AM | 12 | 196 | 195 | A | 3.9 | 22 | 303 | 1568 | 191^ | LT | 207^ | 75v | 75v | 143^ | 102^ | 48v | LT | LT | LT | LT | LT | LT | 302^ | 96v | 1059 | 763 |
| SAT. 8.58A 2 NBC CN | | 97 | 97 | B | 4.1 | 23 | 319 | 1700 | 210 | 50 | 214 | 90 | 136 | 142 | 100 | 42 | 134 | 68 | 95 | 59 | 49 | 34 | 135 | 38 | 1217 | 748 |
| ASK NBC NEWS-10:58AM | 12 | 200 | 198 | A | 5.3 | 20 | 412 | 1388 | 107^ | 27v | 179^ | 102^ | 150^ | 62v | 77^ | 29v | 200^ | 138^ | 155^ | 72v | 37v | 45v | 216^ | 14v | 793 | 541 |
| SAT. 10.58A 2 NBC CN | | 98 | 98 | B | 5.5 | 22 | 428 | 1636 | 259 | 109 | 288 | 164 | 211 | 119 | 85 | 66 | 263 | 167 | 204 | 109 | 75 | 51 | 269 | 102 | 816 | 518 |
| ASK NBC NEWS-11:58AM | 12 | 198 | 193 | A | 6.2 | 23 | 482 | 1332 | 93^ | 40v | 191^ | 143^ | 159^ | 68^ | 48v | 32v | 250 | 141^ | 165^ | 64^ | 81^ | 85^ | 164^ | LT | 727 | 496 |
| SAT. 11.58A 2 NBC CN | | 98 | 97 | B | 5.9 | 23 | 459 | 1461 | 214 | 62 | 255 | 121 | 153 | 118 | 77 | 80 | 280 | 159 | 201 | 99 | 99 | 69 | 190 | 68 | 736 | 452 |
| ASK NBC NEWS-9:58AM | 11 | 205 | 205 | A | 5.7 | 23 | 443 | 1508 | 127^ | LT | 154^ | 64v | 64v | 84^ | 90^ | 29v | 110^ | 31v | 76^ | 76^ | 45v | 34v | 205^ | 148^ | 1039 | 662 |
| SAT. 9.58A 2 NBC CN | | 98 | 99 | B | 5.2 | 22 | 405 | 1602 | 189 | 80 | 200 | 114 | 136 | 113 | 70 | 33 | 101 | 59 | 79 | 59 | 31 | 21 | 180 | 79 | 1121 | 704 |
| BATMAN & SUPER 7 I | 11 | 198 | 193 | A | 5.8 | 22 | 451 | 1455 | 122^ | 49v | 257^ | 188^ | 210^ | 68^ | 50v | 47v | 271 | 185^ | 208^ | 70^ | 55v | 63v | 151^ | LT | 776 | 531 |
| SAT. 11.00A 30 NBC CA | | 98 | 97 | B | 5.5 | 22 | 428 | 1549 | 204 | 74 | 269 | 169 | 186 | 97 | 48 | 72 | 285 | 181 | 223 | 96 | 85 | 58 | 212 | 89 | 783 | 504 |
| BATMAN & SUPER 7 II | 11 | 198 | 193 | A | 5.7 | 22 | 443 | 1418 | 140^ | 52v | 237^ | 161^ | 178^ | 84^ | 44v | 59v | 267^ | 166^ | 190^ | 72^ | 69^ | 77^ | 162^ | LT | 752 | 520 |
| SAT. 11.30A 30 NBC CA | | 98 | 97 | B | 5.7 | 22 | 443 | 1499 | 216 | 72 | 258 | 129 | 151 | 108 | 66 | 86 | 307 | 186 | 233 | 96 | 98 | 67 | 204 | 77 | 730 | 461 |
| BUGS BUNNY/ROAD RUNNER 1 | 12 | 202 | 202 | A | 7.3 | 33 | 568 | 1577 | 330 | 196^ | 386 | 186^ | 266 | 214 | 170^ | 65^ | 205^ | 78^ | 173^ | 129^ | 119^ | 32v | 181^ | 78^ | 805 | 357 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 7.2 | 33 | 560 | 1594 | 288 | 118 | 328 | 203 | 244 | 165 | 90 | 59 | 221 | 134 | 173 | 117 | 65 | 41 | 218 | 104 | 827 | 406 |
| BUGS BUNNY/ROAD RUNNER 2 | 12 | 202 | 202 | A | 8.9 | 35 | 692 | 1816 | 389 | 207 | 454 | 247 | 311 | 253 | 164^ | 94^ | 194 | 120^ | 165^ | 120^ | 67^ | 29v | 313 | 162^ | 855 | 430 |
| SAT. 9.30A 30 CBS CA | | 99 | 99 | B | 8.8 | 37 | 685 | 1659 | 315 | 142 | 362 | 213 | 266 | 183 | 119 | 66 | 254 | 159 | 204 | 135 | 72 | 43 | 254 | 128 | 789 | 391 |
| BUGS BUNNY/ROAD RUNNER 3 | 12 | 203 | 202 | A | 9.1 | 34 | 708 | 1692 | 367 | 198 | 410 | 185 | 266 | 252 | 176 | 88^ | 233 | 113^ | 184 | 140^ | 103^ | 49^ | 220 | 105^ | 829 | 412 |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 9.0 | 36 | 700 | 1724 | 355 | 162 | 410 | 231 | 296 | 213 | 148 | 72 | 339 | 213 | 274 | 166 | 104 | 53 | 253 | 125 | 722 | 348 |
| CBS NFL FOOTBALL PRE GAME | 12 | 191 | 190 | A | 7.4 | 25 | 576 | 1441 | 365 | 185^ | 380 | 153^ | 233 | 200^ | 181^ | 140^ | 779 | 309 | 570 | 499 | 390 | 179^ | 185^ | 41v | 97^ | 63^ |
| SUN. 12.30P 30 CBS SC | | 99 | 99 | B | 7.7 | 26 | 599 | 1573 | 414 | 194 | 459 | 179 | 281 | 245 | 216 | 145 | 827 | 355 | 560 | 511 | 403 | 195 | 177 | 37 | 110 | 92 |
| CBS NFL FOOTBALL GAME 1 | 12 | 199 | 202 | A | 18.2 | 44 | 1416 | 1624 | 360 | 172 | 430 | 153 | 250 | 211 | 209 | 146 | 903 | 346 | 589 | 569 | 430 | 247 | 175 | 46^ | 116 | 81^ |
| 1 SUN. 1.00P 168 CBS SE | | 99 | 99 | B | 16.3 | 41 | 1268 | 1634 | 384 | 166 | 445 | 165 | 260 | 224 | 201 | 152 | 910 | 363 | 576 | 543 | 427 | 256 | 163 | 38 | 116 | 83 |
| 2 SUN. 1.00P 187 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 14.7 | 42 | 1144 | 1700 | 365 | 194 | 444 | 156 | 238 | 204 | 208 | 162 | 917 | 352 | 622 | 600 | 449 | 228 | 192 | 55^ | 147 | 90^ |
| 1.30 - 2.00 | | | | A | 17.7 | 46 | 1377 | 1677 | 367 | 191 | 445 | 168 | 257 | 218 | 205 | 149 | 911 | 379 | 623 | 586 | 421 | 231 | 189 | 52^ | 132 | 75^ |
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG AUD % | SHARE % | AVG AUD (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CBS NFL FOOTBALL G-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 18.6 | 46 | 1447 | 1623 | 358 | 167 | 427 | 150 | 244 | 204 | 209 | 146 | 894 | 355 | 587 | 567 | 424 | 240 | 189 | 52^ | 113 | 73^ |
| 2.30 - 3.00 | | | | A | 17.8 | 43 | 1385 | 1586 | 351 | 155 | 409 | 135 | 232 | 191 | 208 | 142 | 895 | 336 | 576 | 561 | 421 | 254 | 186 | 51^ | 96 | 80^ |
| 3.00 - 3.30 | | | | A | 19.1 | 43 | 1486 | 1587 | 358 | 167 | 438 | 158 | 269 | 232 | 222 | 136 | 898 | 323 | 565 | 560 | 434 | 259 | 150 | 35^ | 101 | 82 |
| 3.30 - 4.00 | | | | A | 24.4 | 52 | 1898 | 1597 | 360 | 172 | 396 | 129 | 223 | 201 | 190 | 152 | 929 | 353 | 583 | 541 | 437 | 270 | 146 | 31v | 126 | 87^ |
| CBS NFL FOOTBALL GAME 2 | 6 | | 189 | A | 20.8 | 38 | 1618 | 1744 | 442 | 182 | 470 | 147 | 267 | 247 | 223 | 163 | 910 | 333 | 563 | 525 | 446 | 275 | 209 | 28v | 155 | 129^ |
| 2 SUN. 5.12P 123 CBS SE | | | 90 | B | 12.8 | 26 | 996 | 1725 | 438 | 196 | 493 | 167 | 285 | 260 | 230 | 176 | 928 | 372 | 610 | 539 | 442 | 255 | 158 | 28 | 146 | 113 |
| 5.30 - 6.00 | | | | A | 19.1 | 38 | 1486 | 1688 | 370 | 161 | 408 | 165 | 272 | 210 | 174 | 114^ | 939 | 351 | 606 | 545 | 461 | 284 | 210 | 36v | 131^ | 104^ |
| 6.00 - 6.30 | | | | A | 20.0 | 36 | 1556 | 1741 | 444 | 170 | 459 | 134^ | 252 | 253 | 216 | 161 | 914 | 348 | 574 | 531 | 437 | 272 | 212 | 25v | 156 | 141^ |
| 6.30 - 7.00 | | | | A | 22.3 | 38 | 1735 | 1736 | 454 | 187 | 476 | 129^ | 240 | 250 | 229 | 186 | 870 | 323 | 521 | 500 | 422 | 264 | 210 | 21v | 180 | 149 |
| CBS NFL FOOTBALL POST | 2 | 162 | | A | 7.2 | 16 | 560 | 1498 | 409^ | 118^ | 495 | 192^ | 394^ | 384^ | 303^ | 24v | 772 | 318^ | 586 | 476 | 371^ | 186^ | 115^ | 48v | 116^ | 77v |
| 1 SUN. 3.48P 12 CBS SC | | 81 | | B | 8.9 | 21 | 692 | 1679 | 386 | 177 | 513 | 212 | 377 | 332 | 279 | 71 | 903 | 347 | 624 | 566 | 470 | 218 | 146 | 42 | 117 | 87 |
| CBS SPORTS SPECTACULAR | 12 | 156 | 148 | A | 7.1 | 17 | 552 | 1572 | 457 | 138^ | 499 | 115^ | 190^ | 228 | 225 | 258 | 696 | 157^ | 380 | 398 | 404 | 228 | 280 | 126^ | 97^ | 51v |
| SAT. 4.30P 90 CBS SA | | 87 | 83 | B | 6.1 | 16 | 475 | 1465 | 466 | 196 | 537 | 168 | 281 | 252 | 248 | 209 | 647 | 205 | 379 | 353 | 325 | 215 | 136 | 58 | 145 | 82 |
| 4.30 - 5.00 | | | | A | 5.9 | 15 | 459 | 1564 | 435 | 105^ | 487 | 104^ | 194^ | 221^ | 190^ | 255^ | 649 | 191^ | 366 | 367 | 325 | 196^ | 338 | 158^ | 90^ | 60v |
| 5.00 - 5.30 | | | | A | 7.4 | 18 | 576 | 1576 | 480 | 187^ | 519 | 104^ | 215 | 255 | 273 | 256 | 687 | 172^ | 382 | 388 | 396 | 222 | 263 | 131^ | 107^ | 50v |
| 5.30 - 6.00 | | | | A | 8.0 | 18 | 622 | 1577 | 447 | 115^ | 489 | 131^ | 167^ | 205 | 206 | 264 | 733 | 120^ | 383 | 421 | 465 | 255 | 256 | 100^ | 99^ | 48v |
| COLLEGE FOOTBALL '80 | 12 | 158 | 158 | A | 3.2 | 10 | 249 | 1273 | 378^ | LT | 478^ | 185^ | 284^ | 149^ | 148^ | 164^ | 686 | 341^ | 514 | 358^ | 345^ | 67v | 56v | LT | 53v | 33v |
| SUN. 12.30P 30 ABC SA | | 95 | 94 | B | 2.5 | 8 | 195 | 1440 | 472 | 98 | 528 | 180 | 342 | 286 | 230 | 150 | 683 | 282 | 491 | 412 | 349 | 138 | 67 | LT | 162 | 83 |
| DAFFY DUCK SHOW | 12 | 200 | 198 | A | 5.7 | 22 | 443 | 1368 | 109^ | 23v | 172^ | 97^ | 145^ | 66v | 75^ | 27v | 184^ | 119^ | 136^ | 66v | 37v | 48v | 218^ | 13v | 794 | 529 |
| SAT. 10.30A 30 NBC CA | | 98 | 98 | B | 5.6 | 22 | 436 | 1637 | 254 | 106 | 279 | 160 | 204 | 122 | 80 | 63 | 250 | 157 | 194 | 110 | 73 | 49 | 272 | 91 | 836 | 527 |
| DEAR ALEX & ANNIE-11.55AM | 8 | 172 | 176 | A | 5.5 | 23 | 428 | 1463 | 168^ | 77^ | 184^ | 70v | 86^ | 75^ | 102^ | 82^ | 278^ | 104^ | 171^ | 109^ | 111^ | 88^ | 280^ | 115^ | 721 | 444 |
| SAT. 11.55A 4 ABC CN | | 93 | 93 | B | 5.3 | 22 | 412 | 1449 | 206 | 76 | 235 | 97 | 156 | 119 | 117 | 67 | 269 | 100 | 178 | 122 | 132 | 72 | 170 | 76 | 775 | 485 |
| DEAR ALEX & ANNIE-11.26AM | 12 | 114 | 120 | A | 4.0 | 16 | 311 | 1846 | 580 | 142^ | 580 | 294^ | 406 | 224^ | 212^ | 118^ | 356^ | 177^ | 266^ | 189^ | 179^ | 90v | 314^ | 137^ | 596 | 300^ |
| SUN. 11.26A 3 ABC CN | | 81 | 83 | B | 3.5 | 14 | 272 | 1555 | 410 | 75 | 440 | 230 | 319 | 202 | 179 | 90 | 370 | 179 | 277 | 228 | 168 | 78 | 248 | 148 | 497 | 292 |
| DRAK PACK | 12 | 179 | 180 | A | 6.2 | 24 | 482 | 1844 | 327 | 82^ | 355 | 180^ | 250 | 197^ | 129^ | 68^ | 292 | 126^ | 231^ | 169^ | 145^ | 34v | 156^ | 47v | 1041 | 505 |
| SAT. 11.30A 30 CBS CA | | 92 | 92 | B | 6.2 | 24 | 482 | 1696 | 342 | 141 | 416 | 238 | 284 | 190 | 127 | 87 | 275 | 156 | 210 | 136 | 100 | 53 | 224 | 107 | 781 | 417 |
| DRAWING POWER | 8 | 179 | 175 | A | 3.9 | 13 | 303 | 1634 | 228^ | 43v | 327^ | 234^ | 286^ | 140^ | 67v | 41v | 273^ | 158^ | 220^ | 198^ | 98v | 26v | 172^ | 33v | 862 | 429 |
| SAT. 12.30P 30 NBC CL | | 93 | 92 | B | 3.9 | 13 | 303 | 1557 | 286 | 117 | 343 | 159 | 253 | 194 | 161 | 72 | 304 | 150 | 241 | 168 | 137 | 39 | 165 | 81 | 745 | 417 |
| FACE THE NATION | 12 | 168 | 163 | A | 3.9 | 14 | 303 | 1462 | 528 | 214^ | 614 | 184^ | 244^ | 221^ | 209^ | 310^ | 752 | 166^ | 337^ | 366^ | 405 | 310^ | 82v | 33v | LT | LT |
| SUN. 11.30A 30 CBS CC | | 97 | 95 | B | 3.6 | 14 | 280 | 1321 | 512 | 107 | 561 | 130 | 197 | 190 | 209 | 312 | 637 | 135 | 277 | 320 | 355 | 275 | 42 | LT | 81 | 48 |
| FESTIVAL OF LIVELY ARTS(S) | | 162 | | A | 5.7 | 11 | 443 | 1831 | 831 | 350^ | 975 | 257^ | 471^ | 487^ | 489^ | 394^ | 377^ | 90v | 124v | 138^ | 175^ | 212^ | 225^ | 141^ | 254^ | 131v |
| 1 SUN. 5.00P 60 CBS CL | | 92 | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.00 - 5.30 | | | | A | 5.4 | 11 | 420 | 1883 | 847 | 314^ | 1000 | 295^ | 499^ | 519^ | 443^ | 398^ | 349^ | 96v | 130v | 134v | 142v | 190^ | 241^ | 157^ | 293^ | 148^ |
| 5.30 - 6.00 | | | | A | 5.9 | 11 | 459 | 1789 | 819 | 382^ | 955 | 220^ | 444^ | 464^ | 537 | 391^ | 396^ | 75v | 113v | 140^ | 208^ | 231^ | 217^ | 131v | 221^ | 118v |
| FLINTSTONE'S COMEDY SHW 1 | 3 | 205 | 205 | A | 4.7 | 22 | 366 | 1336 | 127^ | 28v | 162^ | 105^ | 105^ | 86^ | 57v | 31v | 68v | 16v | 16v | 16v | 24v | 52v | 221^ | 163^ | 885 | 533 |
| SAT. 9.00A 30 NBC CA | | 98 | 99 | B | 4.8 | 23 | 373 | 1519 | 190 | 45 | 214 | 149 | 159 | 148 | 65 | 20 | 71 | 36 | 36 | 26 | 17 | 35 | 244 | 119 | 990 | 531 |
| FLINTSTONE'S COMEDY SHW 2 | 3 | 205 | 205 | A | 5.4 | 22 | 420 | 1367 | 122^ | 22v | 148^ | 81^ | 81^ | 79^ | 67v | 32v | 103^ | 24v | 62v | 62v | 50v | 41v | 109^ | 55v | 1007 | 657 |
| SAT. 9.30A 30 NBC CA | | 98 | 99 | B | 5.4 | 22 | 420 | 1476 | 159 | 37 | 191 | 129 | 139 | 117 | 62 | 21 | 81 | 30 | 55 | 55 | 32 | 26 | 159 | 49 | 1045 | 627 |
| FLINTSTONE'S COMEDY SHW 3 | 3 | 205 | 204 | A | 5.9 | 23 | 459 | 1621 | 81^ | 11v | 126^ | 76^ | 94^ | 43v | 50v | 32v | 329 | 169^ | 284 | 151^ | 136^ | 45v | 187^ | 48v | 979 | 661 |
| SAT. 10.00A 30 NBC CA | | 98 | 99 | B | 5.8 | 22 | 451 | 1570 | 139 | 37 | 169 | 119 | 141 | 94 | 50 | 22 | 239 | 130 | 207 | 111 | 93 | 32 | 199 | 62 | 963 | 626 |
| FONZ/HAPPY DAYS GANG | 5 | 193 | 194 | A | 6.0 | 30 | 467 | 1627 | 195^ | 85^ | 195^ | 114^ | 117^ | 70^ | 81^ | 72^ | 91^ | 39v | 39v | 34v | LT | 52v | 162^ | 105^ | 1179 | 717 |
| SAT. 9.00A 30 ABC CA | | 99 | 99 | B | 6.5 | 32 | 506 | 1703 | 225 | 83 | 231 | 140 | 158 | 109 | 86 | 51 | 136 | 52 | 88 | 78 | 62 | 46 | 182 | 96 | 1154 | 742 |

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | 18–34 | 18–49 | 25–54 | 35–64 | 55+ | MEN TOTAL | 18–34 | 18–49 | 25–54 | 35–64 | 55+ | TEENS (12–17) TOTAL | FEM. | CHILDREN (2–11) TOTAL | 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GODZILLA/HONG KONG 1 | 3 | 196 | 196 | A | 2.3 | 20 | 179 | 1453 | 84v | LT | 100v | 61v | 61v | 45v | LT | 39v | LT | LT | LT | LT | LT | LT | 207^ | 34v | 1124 | 616^ |
| SAT. 8.00A 30 NBC CA | | 97 | 97 | B | 2.5 | 20 | 195 | 1456 | 204 | 28 | 214 | 142 | 152 | 161 | 61 | LT | 42 | 42 | 42 | 42 | LT | LT | 136 | 33 | 1064 | 665 |
| GODZILLA/HONG KONG 2 | 3 | 196 | 195 | A | 3.6 | 22 | 280 | 1657 | 187^ | LT | 204^ | 83v | 83v | 143^ | 99v | 43v | LT | LT | LT | LT | LT | LT | 257^ | 60v | 1196 | 808 |
| SAT. 8.30A 30 NBC CA | | 97 | 97 | B | 3.8 | 22 | 296 | 1775 | 227 | 42 | 238 | 110 | 131 | 179 | 113 | 27 | 91 | 41 | 41 | 28 | LT | 50 | 160 | 38 | 1286 | 759 |
| GREATEST SUPERFRIENDS-1 | 6 | 171 | 171 | A | 3.8 | 22 | 296 | 1821 | 356^ | 170^ | 366^ | 221^ | 233^ | 179^ | 102v | 105^ | 178^ | 60v | 173^ | 160^ | 118^ | LT | 161^ | 93v | 1116 | 548 |
| SAT. 8.00A 30 ABC CA | | 88 | 89 | B | 4.0 | 22 | 311 | 1774 | 315 | 137 | 339 | 229 | 252 | 199 | 94 | 57 | 232 | 113 | 182 | 168 | 96 | 39 | 178 | 68 | 1025 | 553 |
| GREATEST SUPERFRIENDS-2 | 6 | 171 | 171 | A | 5.1 | 23 | 397 | 1632 | 256^ | 78^ | 264^ | 185^ | 198^ | 151^ | 63v | 44v | 60v | 28v | 60v | 60v | 32v | LT | 164^ | 82^ | 1144 | 597 |
| SAT. 8.30A 30 ABC CA | | 88 | 89 | B | 5.6 | 24 | 436 | 1601 | 236 | 90 | 257 | 160 | 192 | 152 | 90 | 34 | 132 | 73 | 110 | 97 | 45 | 19 | 189 | 85 | 1023 | 574 |
| HEATHCLIFF & DINGBAT | 10 | 183 | 187 | A | 6.1 | 25 | 475 | 1749 | 219^ | 72^ | 236^ | 115^ | 169^ | 154^ | 110^ | 39v | 272 | 123^ | 181^ | 105^ | 114^ | 84^ | 357 | 160^ | 884 | 510 |
| SAT. 11.00A 30 ABC CA | | 97 | 97 | B | 6.7 | 28 | 521 | 1622 | 230 | 91 | 253 | 120 | 185 | 152 | 118 | 41 | 245 | 134 | 189 | 118 | 91 | 46 | 241 | 106 | 883 | 538 |
| IN THE NEWS- 8.26AM | 12 | 188 | 187 | A | 3.5 | 25 | 272 | 1441 | 248^ | 204^ | 299^ | 137^ | 206^ | 131^ | 126^ | 52v | 147^ | LT | 122^ | 122^ | 147^ | 25v | 178^ | 65v | 817 | 383^ |
| SAT. 8.26A 3 CBS CN | | 99 | 98 | B | 3.6 | 25 | 280 | 1372 | 215 | 82 | 227 | 107 | 156 | 113 | 74 | 54 | 169 | 41 | 115 | 112 | 96 | 46 | 129 | 53 | 847 | 407 |
| IN THE NEWS- 8.56AM | 12 | 185 | 184 | A | 5.7 | 30 | 443 | 1551 | 253^ | 149^ | 307 | 142^ | 217^ | 134^ | 145^ | 51v | 154^ | 86^ | 132^ | 98^ | 68v | 22v | 171^ | 97^ | 919 | 497 |
| SAT. 8.56A 3 CBS CN | | 98 | 97 | B | 5.6 | 29 | 436 | 1487 | 256 | 120 | 291 | 160 | 218 | 152 | 104 | 47 | 158 | 70 | 119 | 93 | 71 | 32 | 163 | 84 | 875 | 469 |
| IN THE NEWS- 9.26AM | 12 | 202 | 202 | A | 7.9 | 34 | 615 | 1600 | 341 | 218 | 412 | 196 | 280 | 215 | 176^ | 76^ | 210 | 96^ | 171^ | 117^ | 104^ | 39v | 206 | 84^ | 772 | 328 |
| SAT. 9.26A 3 CBS CN | | 99 | 99 | B | 7.9 | 35 | 615 | 1617 | 295 | 117 | 336 | 202 | 245 | 165 | 95 | 66 | 233 | 147 | 186 | 118 | 64 | 42 | 235 | 119 | 813 | 397 |
| IN THE NEWS- 9.59AM | 12 | 202 | 202 | A | 8.9 | 34 | 692 | 1786 | 383 | 203 | 435 | 214 | 289 | 248 | 168^ | 96^ | 225 | 123^ | 184 | 138^ | 89^ | 41v | 282 | 151^ | 844 | 439 |
| SAT. 9.59A 3 CBS CN | | 99 | 99 | B | 9.2 | 37 | 716 | 1723 | 346 | 162 | 402 | 233 | 295 | 201 | 140 | 71 | 313 | 194 | 255 | 159 | 97 | 48 | 252 | 131 | 756 | 370 |
| IN THE NEWS-11.56AM | 12 | 179 | 180 | A | 6.2 | 23 | 482 | 1830 | 344 | 88^ | 373 | 198^ | 264 | 199^ | 141^ | 62v | 318 | 126^ | 247^ | 183^ | 166^ | 40v | 133^ | 26v | 1006 | 479 |
| SAT. 11.56A 3 CBS CN | | 92 | 92 | B | 6.3 | 24 | 490 | 1655 | 338 | 133 | 409 | 232 | 278 | 192 | 131 | 81 | 273 | 154 | 214 | 139 | 99 | 46 | 227 | 108 | 746 | 410 |
| IN THE NEWS-12.26PM | 12 | 177 | 177 | A | 7.5 | 27 | 584 | 1464 | 293 | 81^ | 326 | 142^ | 228 | 194^ | 165^ | 79^ | 276 | 73^ | 190^ | 160^ | 168^ | 86^ | 202^ | 49v | 660 | 409 |
| SAT. 12.26P 3 CBS CN | | 97 | 97 | B | 7.0 | 26 | 545 | 1526 | 353 | 130 | 400 | 193 | 258 | 199 | 158 | 100 | 285 | 114 | 186 | 145 | 130 | 86 | 219 | 116 | 622 | 370 |
| IN THE NEWS-12.56PM | 12 | 162 | 158 | A | 7.3 | 25 | 568 | 1599 | 326 | 97^ | 379 | 214 | 275 | 185^ | 133^ | 93^ | 245 | 69^ | 123^ | 82^ | 108^ | 122^ | 258 | 103^ | 717 | 436 |
| SAT. 12.56P 3 CBS CN | | 93 | 92 | B | 7.3 | 25 | 568 | 1551 | 313 | 116 | 363 | 173 | 235 | 182 | 149 | 98 | 284 | 132 | 189 | 141 | 119 | 87 | 241 | 111 | 663 | 386 |
| IN THE NEWS- 1.26PM | 12 | 162 | 158 | A | 7.3 | 24 | 568 | 1630 | 364 | 67^ | 420 | 282 | 321 | 197^ | 103^ | 99^ | 246 | 114^ | 145^ | 59^ | 72^ | 88^ | 311 | 131^ | 653 | 383 |
| SAT. 1.26P 3 CBS CN | | 93 | 92 | B | 6.8 | 23 | 529 | 1548 | 409 | 146 | 481 | 226 | 327 | 239 | 184 | 137 | 275 | 119 | 173 | 139 | 122 | 90 | 215 | 115 | 577 | 334 |
| IN THE NEWS- 8.26AM-SUN. | 12 | 42 | 38 | A | .9 | 9 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.26A 3 CBS CN | | 33 | 32 | B | .8 | 8 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS- 8.56AM-SUN. | 12 | 43 | 42 | A | 1.3 | 10 | 101 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.56A 3 CBS CN | | 36 | 35 | B | 1.1 | 8 | 86 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS-10.56AM | 12 | 187 | 190 | A | 8.0 | 31 | 622 | 1685 | 347 | 141^ | 427 | 189^ | 285 | 219 | 182^ | 115^ | 263 | 133^ | 235 | 167^ | 117^ | 28v | 77^ | 44v | 918 | 441 |
| SAT. 10.56A 3 CBS CN | | 97 | 97 | B | 7.2 | 28 | 560 | 1644 | 340 | 138 | 401 | 219 | 286 | 181 | 151 | 85 | 297 | 176 | 230 | 156 | 100 | 57 | 198 | 109 | 748 | 353 |
| IN THE NEWS-11.26AM | 12 | 187 | 190 | A | 6.9 | 27 | 537 | 1622 | 352 | 62^ | 371 | 154^ | 275 | 224 | 173^ | 81^ | 313 | 149^ | 253 | 188^ | 138^ | 34v | 61^ | 61^ | 877 | 476 |
| SAT. 11.26A 3 CBS CN | | 97 | 97 | B | 6.5 | 26 | 506 | 1680 | 346 | 146 | 410 | 237 | 297 | 186 | 131 | 79 | 309 | 176 | 243 | 148 | 112 | 56 | 226 | 123 | 735 | 389 |
| ISSUES AND ANSWERS | 10 | 180 | 179 | A | 3.4 | 12 | 265 | 1185 | 460 | 72v | 486 | 75v | 139^ | 129^ | 170^ | 324^ | 502 | 65v | 129^ | 249^ | 377^ | 234^ | 42v | 23v | 155^ | 84v |
| SUN. 12.00N 30 ABC CC | | 98 | 98 | B | 3.6 | 13 | 280 | 1302 | 507 | 136 | 539 | 128 | 233 | 191 | 224 | 285 | 557 | 159 | 263 | 285 | 295 | 229 | 71 | 17 | 135 | 83 |
| JASON OF STAR COMMAND | 12 | 43 | 42 | A | 1.1 | 9 | 86 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. 8.30A 30 CBS CL | | 36 | 35 | B | .9 | 7 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JONNY QUEST | 11 | 175 | 170 | A | 5.4 | 19 | 420 | 1443 | 182^ | 53v | 292 | 170^ | 215^ | 85^ | 75^ | 77^ | 192^ | 99^ | 163^ | 115^ | 93^ | 29v | 280^ | 61v | 679 | 386 |
| SAT. 12.00N 30 NBC CA | | 90 | 89 | B | 5.1 | 19 | 397 | 1664 | 243 | 102 | 303 | 168 | 198 | 120 | 92 | 71 | 304 | 163 | 238 | 135 | 123 | 56 | 192 | 85 | 865 | 504 |
| KIDS ARE PEOPLE TOO I | 12 | 114 | 120 | A | 3.5 | 14 | 272 | 1831 | 525 | 136^ | 536 | 238^ | 291^ | 177^ | 181^ | 194^ | 390^ | 160^ | 258^ | 183^ | 212^ | 132^ | 334^ | 169^ | 571 | 250^ |
| 1 SUN. 10.30A 33 ABC CL | | 81 | 83 | B | 3.1 | 13 | 241 | 1605 | 404 | 73 | 416 | 194 | 281 | 194 | 183 | 113 | 368 | 166 | 276 | 246 | 176 | 77 | 194 | 105 | 627 | 394 |
| 2 SUN. 10.30A 36 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 3.4 | 14 | 265 | 1883 | 534 | 146^ | 534 | 241^ | 286^ | 177^ | 188^ | 192^ | 412^ | 167^ | 265^ | 184^ | 223^ | 147^ | 348^ | 178^ | 589 | 250^ |
| KIDS ARE PEOPLE TOO II | 12 | 114 | 120 | A | 4.1 | 16 | 319 | 1793 | 509 | 87v | 600 | 213^ | 306^ | 174^ | 165^ | 263^ | 385 | 177^ | 281^ | 194^ | 208^ | 104^ | 319^ | 148^ | 489 | 263^ |
| 1 SUN. 11.03A 27 ABC CL | | 81 | 83 | B | 3.6 | 15 | 280 | 1580 | 412 | 61 | 454 | 204 | 291 | 187 | 178 | 141 | 387 | 185 | 286 | 244 | 180 | 83 | 243 | 130 | 496 | 298 |
| 2 SUN. 11.06A 24 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 12 | 142 | 171 | A | 3.4 | 13 | 265 | 1302 | 476 | 68v | 491 | 71v | 147^ | 151^ | 174^ | 322^ | 709 | 132^ | 253^ | 256^ | 290^ | 385^ | 30v | 19v | 72v | 45v |
| SUN. 12.00N 30 NBC CC | | 91 | 95 | B | 3.8 | 15 | 296 | 1402 | 513 | 142 | 579 | 120 | 185 | 153 | 204 | 339 | 681 | 182 | 276 | 275 | 291 | 325 | 36 | LT | 106 | 78 |
| MIGHTY MOUSE-HECKL-JECKL | 12 | 188 | 187 | A | 2.9 | 23 | 226 | 1442 | 314^ | 257^ | 376^ | 177^ | 256^ | 173^ | 146^ | 66v | 164^ | LT | 124v | 124v | 164^ | 40v | 145^ | 44v | 757 | 359^ |
| SAT. 8.00A 30 CBS CA | | 99 | 98 | B | 3.1 | 23 | 241 | 1390 | 235 | 96 | 251 | 117 | 166 | 124 | 81 | 64 | 172 | 40 | 121 | 119 | 100 | 45 | 122 | 39 | 845 | 432 |
| NCAA FOOTBALL PRE GAME | 12 | 216 | 214 | A | 6.1 | 22 | 475 | 1907 | 357 | 122^ | 421 | 147^ | 274 | 224^ | 240^ | 110^ | 683 | 283 | 443 | 326 | 303 | 189^ | 256 | 98^ | 547 | 390 |
| 1 SAT. 12.00N 21 ABC SC | | 99 | 99 | B | 5.9 | 21 | 459 | 1556 | 301 | 78 | 339 | 127 | 193 | 153 | 148 | 126 | 730 | 295 | 437 | 392 | 296 | 228 | 155 | 49 | 332 | 205 |
| 2 SAT. 12.00N 22 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL GAME | 12 | 216 | 214 | A | 10.7 | 35 | 832 | 1544 | 331 | 139^ | 374 | 107^ | 184 | 160 | 191 | 157 | 789 | 252 | 451 | 404 | 395 | 263 | 150 | 48^ | 231 | 157 |
| 1 SAT. 12.21P 196 ABC SE | | 99 | 99 | B | 10.6 | 34 | 825 | 1480 | 330 | 123 | 367 | 121 | 187 | 163 | 157 | 153 | 828 | 301 | 469 | 438 | 368 | 289 | 126 | 35 | 159 | 108 |
| 2 SAT. 12.22P 177 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 9.0 | 31 | 700 | 1749 | 362 | 149^ | 420 | 138^ | 247 | 210 | 224 | 133^ | 804 | 288 | 482 | 398 | 375 | 245 | 200 | 72^ | 325 | 267 |
| 1.00 - 1.30 | | | | A | 10.4 | 35 | 809 | 1496 | 325 | 136^ | 367 | 132^ | 201 | 160 | 168 | 136^ | 771 | 281 | 452 | 401 | 358 | 237 | 142^ | 57^ | 216 | 157 |
| 1.30 - 2.00 | | | | A | 11.0 | 37 | 856 | 1496 | 338 | 153 | 377 | 103^ | 175 | 155 | 193 | 165 | 772 | 260 | 449 | 402 | 383 | 244 | 135^ | 53^ | 212 | 139^ |
| 2.00 - 2.30 | | | | A | 11.7 | 38 | 910 | 1476 | 306 | 139 | 352 | 93^ | 161 | 145 | 188 | 158 | 794 | 247 | 456 | 422 | 412 | 258 | 153 | 34^ | 177 | 100^ |
| 2.30 - 3.00 | | | | A | 12.3 | 39 | 957 | 1456 | 295 | 126^ | 335 | 79^ | 150 | 130 | 180 | 160 | 782 | 204 | 428 | 407 | 423 | 286 | 120^ | 28v | 219 | 135 |
| 3.00 - 3.30 | | | | A | 10.6 | 33 | 825 | 1670 | 380 | 173^ | 429 | 128^ | 188^ | 183^ | 201^ | 196^ | 779 | 222^ | 413 | 369 | 383 | 299 | 174^ | 61v | 288 | 155^ |
| NCAA FOOTBALL POST GAME | 7 | | 214 | A | 11.9 | 37 | 926 | 1504 | 344 | 110^ | 364 | 55v | 139^ | 140^ | 214^ | 191^ | 862 | 250^ | 513 | 457 | 474 | 281 | 152^ | 25v | 126^ | 118^ |
| 2 SAT. 3.19P 23 ABC SC | | | 99 | B | 11.0 | 30 | 856 | 1471 | 352 | 121 | 375 | 94 | 188 | 163 | 190 | 162 | 850 | 314 | 494 | 456 | 378 | 284 | 132 | 27 | 114 | 98 |
| NCAA FOOTBALL POST(B) | | 116 | | A | 6.5 | 20 | 506 | 1492 | 352^ | 206^ | 413^ | 154^ | 224^ | 215^ | 165^ | 150^ | 732 | 182^ | 385^ | 331^ | 356^ | 310^ | 198^ | 63v | 149^ | 91v |
| 1 SAT. 3.37P 15 ABC SC | | 56 | | | | | | | | | | | | | | | | | | | | | | | | |
| NCAA FOOTBALL GAME 2 | 7 | 216 | 214 | A | 14.1 | 34 | 1097 | 1639 | 408 | 110 | 446 | 120 | 194 | 199 | 200 | 203 | 836 | 246 | 477 | 443 | 441 | 301 | 182 | 61^ | 175 | 140 |
| 1 SAT. 3.52P 173 ABC SE | | 99 | 99 | B | 13.5 | 33 | 1050 | 1581 | 400 | 156 | 446 | 136 | 215 | 199 | 201 | 187 | 883 | 286 | 494 | 458 | 429 | 312 | 117 | 37 | 135 | 107 |
| 2 SAT. 3.42P 181 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 13.7 | 38 | 1066 | 1587 | 378 | 90^ | 414 | 84^ | 157 | 167 | 204 | 208 | 858 | 238 | 478 | 435 | 449 | 325 | 169 | 47^ | 146 | 123 |
| 4.30 - 5.00 | | | | A | 14.6 | 37 | 1136 | 1628 | 404 | 98^ | 438 | 98^ | 177 | 196 | 215 | 208 | 847 | 231 | 472 | 445 | 466 | 316 | 168 | 51^ | 175 | 143 |
| 5.00 - 5.30 | | | | A | 13.7 | 34 | 1066 | 1648 | 435 | 107^ | 480 | 132 | 213 | 216 | 208 | 214 | 827 | 235 | 466 | 422 | 449 | 311 | 175 | 81^ | 166 | 133 |
| 5.30 - 6.00 | | | | A | 14.5 | 33 | 1128 | 1684 | 428 | 117 | 473 | 148 | 219 | 212 | 187 | 206 | 843 | 261 | 485 | 433 | 429 | 316 | 188 | 85^ | 180 | 143 |
| 6.00 - 6.30 | | | | A | 15.1 | 31 | 1175 | 1683 | 402 | 132 | 436 | 140 | 205 | 210 | 187 | 182 | 812 | 257 | 479 | 458 | 414 | 269 | 218 | 56^ | 217 | 169 |
| NCAA FOOTBALL POST 2 | 6 | 214 | 212 | A | 10.7 | 20 | 832 | 1806 | 486 | 136^ | 522 | 170 | 251 | 267 | 216 | 199 | 852 | 296 | 525 | 490 | 417 | 265 | 230 | 71^ | 202 | 148 |
| 1 SAT. 6.45P 15 ABC SC | | 99 | 99 | B | 11.9 | 23 | 926 | 1741 | 484 | 165 | 567 | 177 | 297 | 273 | 261 | 211 | 869 | 329 | 552 | 497 | 423 | 259 | 147 | 41 | 158 | 120 |
| 2 SAT. 6.43P 17 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEW FAT ALBERT SHOW | 12 | 176 | 177 | A | 8.0 | 29 | 622 | 1412 | 301 | 87^ | 326 | 151^ | 230 | 196 | 161^ | 81^ | 203 | 54^ | 144^ | 121^ | 118^ | 59^ | 197 | 63^ | 686 | 425 |
| SAT. 12.00N 30 CBS CA | | 97 | 97 | B | 7.2 | 27 | 560 | 1600 | 366 | 136 | 414 | 211 | 272 | 200 | 152 | 98 | 251 | 123 | 181 | 128 | 101 | 59 | 265 | 132 | 670 | 398 |
| NFL '80-NBC | 12 | 167 | 172 | A | 4.9 | 17 | 381 | 1488 | 423 | 141^ | 488 | 204^ | 282^ | 205^ | 174^ | 199^ | 796 | 260^ | 481 | 485 | 420 | 237^ | 78v | 18v | 126^ | 108^ |
| SUN. 12.30P 30 NBC SC | | 92 | 88 | B | 5.2 | 18 | 405 | 1509 | 405 | 124 | 466 | 159 | 254 | 208 | 196 | 178 | 789 | 294 | 477 | 436 | 375 | 241 | 135 | 29 | 119 | 104 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NFL FOOTBALL GAME 1-NBC | 11 | 207 | 217 | A | 13.1 | 32 | 1019 | 1450 | 331 | 148 | 359 | 106^ | 185 | 167 | 172 | 150 | 872 | 319 | 538 | 475 | 405 | 276 | 137 | 34^ | 82^ | 63^ |
| 1 SUN. 1.00P 182 NBC SE | | 81 | 99 | B | 13.8 | 35 | 1074 | 1581 | 380 | 163 | 426 | 165 | 258 | 223 | 183 | 136 | 895 | 339 | 566 | 515 | 428 | 255 | 134 | 35 | 126 | 94 |
| 2 SUN. 1.00P 171 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 10.5 | 30 | 817 | 1453 | 316 | 120^ | 337 | 109^ | 192 | 147^ | 157 | 133^ | 885 | 353 | 555 | 513 | 395 | 255 | 152 | 38^ | 79^ | 66^ |
| 1.30 - 2.00 | | | | A | 13.0 | 34 | 1011 | 1497 | 334 | 141 | 361 | 117^ | 202 | 165 | 164 | 142 | 933 | 376 | 597 | 513 | 416 | 267 | 135 | 29v | 68^ | 56^ |
| 2.00 - 2.30 | | | | A | 12.9 | 32 | 1004 | 1479 | 345 | 150 | 372 | 126 | 191 | 168 | 155 | 153 | 871 | 322 | 533 | 462 | 398 | 284 | 154 | 43^ | 82^ | 59^ |
| 2.30 - 3.00 | | | | A | 13.2 | 32 | 1027 | 1417 | 327 | 152 | 356 | 107^ | 185 | 170 | 165 | 146 | 818 | 284 | 502 | 439 | 395 | 269 | 157 | 27v | 86^ | 58^ |
| 3.00 - 3.30 | | | | A | 14.6 | 33 | 1136 | 1424 | 336 | 161 | 362 | 94^ | 172 | 166 | 189 | 163 | 854 | 282 | 521 | 480 | 430 | 280 | 117 | 36^ | 91^ | 72^ |
| 3.30 - 4.00 | | | | A | 15.0 | 33 | 1167 | 1418 | 327 | 160 | 357 | 83^ | 173 | 171 | 199 | 160 | 860 | 300 | 517 | 445 | 391 | 291 | 121 | 35^ | 80^ | 68^ |
| NFL FOOTBALL GAME 2-NBC | 6 | 214 | | A | 22.2 | 43 | 1727 | 1548 | 385 | 172 | 428 | 185 | 257 | 219 | 161 | 140 | 891 | 332 | 592 | 522 | 432 | 247 | 76^ | 31v | 153 | 119^ |
| 1 SUN. 4.02P 183 NBC SE | | 99 | | B | 17.8 | 37 | 1385 | 1660 | 390 | 168 | 441 | 154 | 264 | 242 | 203 | 141 | 940 | 367 | 614 | 558 | 446 | 259 | 104 | 29 | 175 | 126 |
| 4.00 - 4.30 | | | | A | 19.3 | 43 | 1502 | 1456 | 362 | 147^ | 396 | 132^ | 209 | 198 | 185 | 157^ | 910 | 327 | 585 | 509 | 420 | 277 | 56^ | 40v | 94^ | 72^ |
| 4.30 - 5.00 | | | | A | 20.2 | 43 | 1572 | 1445 | 341 | 141^ | 374 | 137^ | 199 | 177 | 147^ | 147^ | 907 | 334 | 591 | 516 | 422 | 264 | 53^ | 34v | 111^ | 85^ |
| 5.00 - 5.30 | | | | A | 23.4 | 48 | 1821 | 1456 | 329 | 144 | 363 | 137 | 207 | 179 | 144 | 127^ | 926 | 350 | 612 | 535 | 447 | 260 | 61^ | 19v | 106^ | 81^ |
| 5.30 - 6.00 | | | | A | 23.2 | 45 | 1805 | 1450 | 351 | 175 | 395 | 190 | 250 | 201 | 126^ | 118^ | 871 | 323 | 584 | 516 | 431 | 233 | 55^ | 25v | 129^ | 101^ |
| 6.00 - 6.30 | | | | A | 23.0 | 41 | 1789 | 1638 | 431 | 205 | 489 | 237 | 317 | 257 | 172 | 139 | 868 | 318 | 585 | 528 | 449 | 222 | 78^ | 32v | 203 | 165 |
| 6.30 - 7.00 | | | | A | 24.0 | 40 | 1867 | 1745 | 456 | 202 | 509 | 239 | 319 | 274 | 179 | 153 | 897 | 346 | 613 | 539 | 440 | 239 | 121^ | 34^ | 218 | 172 |
| NFL FOOTBALL POST-NBC | 5 | | 162 | A | 7.6 | 16 | 591 | 1558 | 309^ | 112^ | 326^ | 134^ | 178^ | 192^ | 163^ | 84v | 868 | 374^ | 497 | 417 | 310^ | 287^ | 204^ | LT | 160^ | 130^ |
| 2 SUN. 3.51P 15 NBC SC | | | 86 | B | 9.0 | 20 | 700 | 1672 | 413 | 155 | 453 | 177 | 271 | 258 | 214 | 120 | 903 | 341 | 567 | 500 | 411 | 271 | 146 | 24 | 170 | 130 |
| PLASTICMAN/BABY PLAS SHOW | 10 | 172 | 176 | A | 5.5 | 24 | 428 | 1474 | 137^ | 63v | 179^ | 87^ | 98^ | 68v | 81^ | 63v | 274^ | 118^ | 171^ | 91^ | 97^ | 84^ | 271^ | 110^ | 750 | 458 |
| SAT. 11.30A 30 ABC CA | | 93 | 93 | B | 5.8 | 25 | 451 | 1519 | 217 | 84 | 246 | 109 | 173 | 139 | 121 | 54 | 249 | 97 | 175 | 126 | 117 | 59 | 183 | 86 | 841 | 521 |
| RICHIE RICH | 5 | 179 | 180 | A | 7.1 | 27 | 552 | 1775 | 289 | 69^ | 320 | 206^ | 228 | 133^ | 30v | 84^ | 151^ | 52v | 151^ | 131^ | 99^ | LT | 172^ | 119^ | 1152 | [illegible] |
| SAT. 9.30A 30 ABC CA | | 95 | 95 | B | 7.3 | 28 | 568 | 1828 | 285 | 105 | 331 | 198 | 232 | 146 | 73 | 82 | 190 | 77 | 152 | 127 | 110 | 34 | 183 | 110 | 1124 | 711 |
| SCHOOLHOUSE ROCK-8.26AM | 6 | 171 | 171 | A | 4.2 | 22 | 327 | 1651 | 279^ | 121^ | 289^ | 198^ | 198^ | 165^ | 58v | 61v | 65v | 18v | 65v | 65v | 47v | LT | 157^ | 83v | 1140 | 536 |
| SAT. 8.26A 3 ABC CN | | 88 | 89 | B | 4.8 | 24 | 373 | 1659 | 284 | 120 | 305 | 210 | 230 | 195 | 83 | 47 | 182 | 97 | 142 | 128 | 59 | 35 | 182 | 59 | 990 | 532 |
| SCHOOLHOUSE ROCK-10.26AM | 10 | 179 | 178 | A | 7.4 | 26 | 576 | 1656 | 229 | 53^ | 251 | 134^ | 165^ | 108^ | 60^ | 77^ | 207^ | 84^ | 164^ | 139^ | 123^ | 33v | 263 | 163^ | 935 | 568 |
| SAT. 10.26A 3 ABC CN | | 95 | 95 | B | 7.0 | 26 | 545 | 1633 | 235 | 88 | 266 | 136 | 193 | 137 | 109 | 57 | 205 | 98 | 165 | 129 | 94 | 32 | 215 | 123 | 947 | 582 |
| SCHOOLHOUSE ROCK-10.56AM | 5 | 184 | 188 | A | 7.0 | 28 | 545 | 1642 | 260 | 74^ | 271 | 168^ | 209^ | 163^ | 93^ | 41v | 228 | 102^ | 184^ | 120^ | 113^ | 44v | 309 | 163^ | 834 | 527 |
| SAT. 10.56A 3 ABC CN | | 97 | 97 | B | 7.2 | 28 | 560 | 1630 | 228 | 86 | 239 | 135 | 179 | 162 | 93 | 37 | 267 | 132 | 209 | 140 | 119 | 55 | 293 | 123 | 831 | 536 |
| SCHOOLHOUSE ROCK-11.55AM | 9 | 132 | 131 | A | 3.4 | 13 | 265 | 1672 | 620 | 219^ | 669 | 189^ | 288^ | 169^ | 268^ | 356^ | 377^ | 204^ | 245^ | 168^ | 75v | 122^ | 86v | 52v | 540 | 230^ |
| SUN. 11.55A 4 ABC CN | | 85 | 85 | B | 3.0 | 11 | 233 | 1421 | 467 | 153 | 510 | 175 | 237 | 194 | 190 | 250 | 369 | 166 | 246 | 211 | 121 | 113 | 86 | 60 | 456 | 258 |
| SCOOBY & SCRAPPY DOO | 5 | 179 | 177 | A | 7.6 | 27 | 591 | 1687 | 257 | 61^ | 278 | 152^ | 179^ | 120^ | 57^ | 89^ | 184^ | 72^ | 147^ | 120^ | 112^ | 34v | 227 | 134^ | 998 | 587 |
| SAT. 10.00A 30 ABC CA | | 95 | 94 | B | 7.8 | 28 | 607 | 1688 | 238 | 90 | 278 | 155 | 192 | 133 | 76 | 71 | 221 | 100 | 172 | 135 | 114 | 44 | 217 | 129 | 972 | 599 |
| SPORTSWORLD-SAT | 8 | 165 | 160 | A | 5.5 | 14 | 428 | 1479 | 448 | 139^ | 474 | 204^ | 250^ | 204^ | 182^ | 186^ | 607 | 187^ | 360 | 315 | 336 | 189^ | 194^ | 100^ | 204^ | 134^ |
| SAT. 4.00P 90 NBC SE | | 87 | 86 | B | 5.5 | 15 | 428 | 1531 | 469 | 132 | 502 | 173 | 278 | 222 | 232 | 187 | 738 | 234 | 424 | 381 | 366 | 273 | 122 | 53 | 169 | 110 |
| 4.00 - 4.30 | | | | A | 4.5 | 13 | 350 | 1634 | 491 | 211^ | 531 | 302^ | 341^ | 214^ | 165^ | 160^ | 591 | 194^ | 369 | 346 | 352 | 142^ | 223^ | 89^ | 289^ | 148^ |
| 4.30 - 5.00 | | | | A | 5.7 | 15 | 443 | 1501 | 462 | 140^ | 483 | 206^ | 272^ | 217^ | 192^ | 189^ | 628 | 194^ | 382 | 344 | 348 | 189^ | 173^ | 92^ | 217^ | 174^ |
| 5.00 - 5.30 | | | | A | 6.2 | 15 | 482 | 1367 | 419 | 92^ | 441 | 136^ | 173^ | 193^ | 192^ | 208^ | 600 | 171^ | 332 | 269 | 318 | 224^ | 191^ | 115^ | 135^ | 87^ |
| SUNDAY MORNING | 12 | 118 | 118 | A | 4.5 | 23 | 350 | 1409 | 592 | 208^ | 667 | 125^ | 294^ | 305^ | 414 | 300^ | 683 | 191^ | 338^ | 412 | 347 | 248^ | 30v | 15v | 29v | 29v |
| SUN. 9.00A 90 CBS N | | 80 | 80 | B | 4.1 | 21 | 319 | 1388 | 550 | 206 | 596 | 116 | 252 | 291 | 351 | 269 | 622 | 187 | 316 | 349 | 314 | 231 | 68 | LT | 102 | 70 |
| 9.00 - 9.30 | | | | A | 4.0 | 24 | 311 | 1399 | 571 | 173^ | 642 | 106^ | 253^ | 241^ | 417 | 334^ | 693 | 187^ | 386^ | 457 | 387^ | 226^ | 23v | LT | 41v | 41v |
| 9.30 - 10.00 | | | | A | 4.7 | 24 | 366 | 1426 | 612 | 194^ | 672 | 120^ | 281^ | 298^ | 408 | 314^ | 690 | 218^ | 332 | 415 | 322^ | 239^ | 33v | 19v | 31v | 31v |
| 10.00 - 10.30 | | | | A | 4.8 | 22 | 373 | 1405 | 593 | 257^ | 687 | 145^ | 336 | 367 | 421 | 261^ | 670 | 168^ | 303^ | 376 | 342 | 273^ | 26v | 13v | 22v | 22v |
| TARZAN/LONE RANGER-1 | 12 | 162 | 158 | A | 7.4 | 26 | 576 | 1627 | 337 | 106^ | 391 | 207^ | 280 | 191^ | 158^ | 99^ | 296 | 71^ | 172^ | 143^ | 144^ | 124^ | 223 | 83^ | 717 | 437 |
| SAT. 12.30P 30 CBS CA | | 93 | 92 | B | 7.3 | 26 | 568 | 1606 | 330 | 119 | 377 | 183 | 241 | 185 | 153 | 102 | 277 | 127 | 193 | 146 | 116 | 79 | 243 | 105 | 709 | 411 |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TARZAN/LONE RANGER-2 | | | | | 12 | 162 | 158 | A | 7.9 | 27 | 615 | 1725 | 369 | 76^ | 410 | 267 | 317 | 202 | 111^ | 93^ | 252 | 102^ | 145^ | 64^ | 83^ | 101^ | 318 | 111^ | 745 | 453 |
| SAT. | 1.00P | 30 | CBS | CA | | 93 | 92 | B | 7.5 | 25 | 584 | 1590 | 409 | 146 | 476 | 225 | 322 | 240 | 179 | 137 | 268 | 116 | 167 | 133 | 114 | 92 | 234 | 121 | 612 | 367 |
| 30 MINUTES | | | | | 11 | 167 | 167 | A | 4.9 | 16 | 381 | 1423 | 475 | 113^ | 501 | 317 | 380 | 267^ | 129^ | 121^ | 193^ | 69v | 69v | 16v | 77v | 108^ | 227^ | 63v | 502 | 220^ |
| SAT. | 1.30P | 30 | CBS | DN | | 92 | 93 | B | 4.7 | 16 | 366 | 1488 | 502 | 184 | 568 | 266 | 360 | 277 | 201 | 172 | 303 | 116 | 166 | 134 | 135 | 120 | 229 | 99 | 388 | 226 |
| THREE ROBONIC STOOGES | | | | | 12 | 42 | 38 | A | .8 | 9 | 62 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SUN. | 8.00A | 30 | CBS | CA | | 33 | 32 | B | .6 | 7 | 47 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| THUNDARR-THE BARBARIAN | | | | | 10 | 184 | 188 | A | 7.0 | 28 | 545 | 1688 | 260 | 73^ | 269 | 166^ | 201^ | 154^ | 91^ | 51v | 226 | 113^ | 179^ | 120^ | 100^ | 42v | 329 | 196^ | 864 | 521 |
| SAT. | 10.30A | 30 | ABC | CA | | 97 | 97 | B | 7.2 | 29 | 560 | 1638 | 233 | 71 | 248 | 141 | 190 | 166 | 100 | 36 | 225 | 125 | 182 | 120 | 87 | 33 | 260 | 128 | 905 | 570 |
| TIME OUT-8:28AM | | | | | 12 | 196 | 195 | A | 2.9 | 23 | 226 | 1504 | 102v | LT | 115v | 70v | 70v | 57v | 27v | 45v | LT | LT | LT | LT | LT | LT | 225^ | 31v | 1146 | 637 |
| SAT. | 8.28A | 2 | NBC | CN | | 97 | 97 | B | 3.4 | 26 | 265 | 1475 | 189 | 28 | 191 | 108 | 161 | 142 | 71 | 22 | 117 | 61 | 75 | 48 | 44 | 37 | 131 | 31 | 1036 | 681 |
| TIME OUT-9:28AM | | | | | 12 | 205 | 205 | A | 5.2 | 24 | 405 | 1316 | 124^ | 38v | 161^ | 111^ | 111^ | 85^ | 50v | 31v | 85^ | 17v | 17v | 17v | 42v | 68v | 195^ | 153^ | 875 | 531 |
| SAT. | 9.28A | 2 | NBC | CN | | 98 | 99 | B | 4.9 | 22 | 381 | 1712 | 221 | 107 | 243 | 140 | 180 | 146 | 77 | 39 | 99 | 55 | 69 | 41 | 34 | 27 | 199 | 81 | 1171 | 720 |
| TIME OUT-10:28AM | | | | | 12 | 205 | 204 | A | 5.3 | 20 | 412 | 1570 | 90^ | 22v | 143^ | 93^ | 120^ | 52v | 50v | 23v | 281^ | 137^ | 240^ | 143^ | 122^ | 41v | 206^ | 33v | 940 | 624 |
| SAT. | 10.28A | 2 | NBC | CN | | 98 | 99 | B | 5.0 | 20 | 389 | 1651 | 247 | 88 | 261 | 154 | 183 | 112 | 71 | 58 | 209 | 119 | 162 | 103 | 84 | 44 | 240 | 83 | 941 | 607 |
| TIME OUT-11:28AM | | | | | 12 | 198 | 193 | A | 5.7 | 22 | 443 | 1515 | 149^ | 39v | 266^ | 176^ | 196^ | 77^ | 46v | 70^ | 273 | 179^ | 203^ | 74^ | 56v | 70^ | 160^ | LT | 816 | 565 |
| SAT. | 11.28A | 2 | NBC | CN | | 98 | 97 | B | 5.6 | 22 | 436 | 1585 | 240 | 76 | 299 | 166 | 193 | 107 | 59 | 95 | 291 | 183 | 222 | 100 | 87 | 62 | 213 | 91 | 782 | 504 |
| TIME OUT-12:28PM | | | | | 12 | 175 | 170 | A | 4.9 | 17 | 381 | 1428 | 163^ | 45v | 271^ | 156^ | 191^ | 67v | 72v | 80v | 175^ | 93^ | 147^ | 117^ | 82^ | 28v | 251^ | 52v | 731 | 402 |
| SAT. | 12.28P | 2 | NBC | CN | | 90 | 89 | B | 4.6 | 17 | 358 | 1657 | 258 | 100 | 315 | 176 | 204 | 133 | 94 | 71 | 293 | 164 | 233 | 139 | 111 | 55 | 198 | 95 | 851 | 468 |
| TOM AND JERRY | | | | | 12 | 185 | 184 | A | 4.8 | 27 | 373 | 1649 | 311^ | 142^ | 359 | 142^ | 275^ | 198^ | 196^ | 41v | 180^ | 48v | 163^ | 145^ | 132^ | 17v | 164^ | 83^ | 946 | 504 |
| SAT. | 8.30A | 30 | CBS | CA | | 98 | 97 | B | 4.9 | 27 | 381 | 1495 | 256 | 113 | 288 | 149 | 215 | 157 | 105 | 51 | 160 | 54 | 114 | 96 | 82 | 39 | 152 | 77 | 895 | 482 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. NOV.24, 1980

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1** | | | | | | | | | | | | | | | | | |
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 21,080<br>27.1 | | | | 27,390<br>35.2 | | | | | | | |
| | Program | | | | | THAT'S INCREDIBLE (OP) | | | | NFL MONDAY NIGHT FOOTBALL<br>LOS ANGELES VS NEW ORLEANS<br>(9:00-12:03AM)(-OP)<br>(SUSTAINING 12:03-12:08PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 17,270<br>22.2 | 21.2* | | 23.1* | 13,620<br>17.5 | 20.0* | | 21.2* | | 20.8* | | 18.0* |
| | SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 33 * | 29 | 29 * | | 30 * | | 31 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.3 | 22.0 | 23.1 | 23.2 | 20.1 | 19.9 | 20.9 | 21.5 | 21.3 | 20.3 | 18.7 | 17.3 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,590<br>23.9 | | | | 21,320<br>27.4 | | 18,050<br>23.2 | | 19,220<br>24.7 | | | |
| | Program | | | | | FLO (OP) | | | | M*A*S*H | | HOUSE CALLS | | LOU GRANT | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,780<br>19.0 | 18.0* | | 19.9* | 19,140<br>24.6 | | 16,960<br>21.8 | | 15,640<br>20.1 | 20.1* | | 20.1* |
| | SHARE OF AUDIENCE % | | | | | 27 | 26 * | | 28 * | 35 | | 31 | | 32 | 31 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.3 | 18.6 | 19.6 | 20.3 | 24.4 | 24.8 | 22.0 | 21.5 | 20.1 | 20.1 | 20.1 | 20.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,290<br>24.8 | | | | 23,180<br>29.8 | | | | | | | |
| | Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | NBC MONDAY NIGHT MOVIES<br>CHILDREN OF DIVORCE | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,030<br>20.6 | 20.4* | | 20.9* | 16,730<br>21.5 | 19.6* | | 21.6* | | 22.5* | | 22.2* |
| | SHARE OF AUDIENCE % | | | | | 29 | 30 * | | 29 * | 32 | 28 * | | 31 * | | 34 * | | 36 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.2 | 20.5 | 21.0 | 20.8 | 19.2 | 19.9 | 21.3 | 21.8 | 22.5 | 22.5 | 22.6 | 21.7 |
| **WEEK 2** | | | | | | | | | | | | | | | | | |
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,750<br>24.1 | | | | 30,190<br>38.8 | | | | | | | |
| | Program | | | | | THAT'S INCREDIBLE (OP) | | | | NFL MONDAY NIGHT FOOTBALL<br>DENVER VS OAKLAND<br>(9:00-11:51PM)(-OP)<br>(SUSTAINING 11:51-11:57PM) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,240<br>18.3 | 17.1* | | 19.5* | 16,490<br>21.2 | 19.4* | | 21.9* | | 23.7* | | 22.3* |
| | SHARE OF AUDIENCE % | | | | | 27 | 25 * | | 28 * | 33 | 28 * | | 31 * | | 35 * | | 35 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 16.3 | 17.8 | 19.4 | 19.6 | 19.2 | 19.7 | 21.8 | 22.0 | 23.6 | 23.8 | 22.5 | 22.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,080<br>18.1 | | 12,370<br>15.9 | | 22,800<br>29.3 | | 21,010<br>27.0 | | 19,840<br>25.5 | | | |
| | Program | | | | | FLO | | LADIES' MAN (OP) | | M*A*S*H | | HOUSE CALLS | | COUNTRY CHRISTMAS | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,450<br>16.0 | | 11,360<br>14.6 | | 20,690<br>26.6 | | 18,980<br>24.4 | | 15,400<br>19.8 | 20.8* | | 18.8* |
| | SHARE OF AUDIENCE % | | | | | 23 | | 21 | | 38 | | 36 | | 32 | 32 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.8 | 16.1 | 14.1 | 15.2 | 25.5 | 27.7 | 23.8 | 25.0 | 21.3 | 20.3 | 19.1 | 18.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 22,720<br>29.2 | | | | 20,620<br>26.5 | | | | | | | |
| | Program | | | | | LITTLE HOUSE-PRAIRIE (OP) | | | | NBC MONDAY NIGHT MOVIES<br>THE MIRACLE WORKER(R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 19,060<br>24.5 | 23.6* | | 25.4* | 14,080<br>18.1 | 17.6* | | 17.8* | | 18.6* | | 18.5* |
| | SHARE OF AUDIENCE % | | | | | 35 | 34 * | | 36 * | 27 | 25 * | | 26 * | | 29 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 22.6 | 24.6 | 25.7 | 25.0 | 17.9 | 17.3 | 17.7 | 17.9 | 18.7 | 18.4 | 18.7 | 18.2 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 65.9 | 66.9 | 67.2 | 68.2 | 67.9 | 70.1 | 71.6 | 72.2 | 70.8 | 70.6 | 70.4 | 69.5 | 66.9 | 64.5 | 62.6 | 60.2 |
| | WK. 2 | 64.0 | 64.9 | 64.9 | 66.6 | 68.4 | 69.9 | 70.7 | 71.2 | 70.5 | 70.6 | 69.0 | 67.9 | 65.6 | 64.0 | 61.3 | 59.3 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.MON. DEC.1, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.25, 1980

## WEEK 1

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,730<br>21.5 | | 17,890<br>23.0 | | 19,220<br>24.7 | | 16,960<br>21.8 | | 19,450<br>25.0 | | | |
| | Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,780<br>19.0 | | 15,720<br>20.2 | | 17,120<br>22.0 | | 15,480<br>19.9 | | 16,100<br>20.7 | 20.7* | | 20.6* |
| | SHARE OF AUDIENCE % | | | | | 29 | | 30 | | 33 | | 30 | | 33 | 32 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.3 | 19.6 | 19.9 | 20.5 | 21.4 | 22.6 | 19.9 | 19.9 | 20.5 | 21.0 | 20.7 | 20.4 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,430<br>22.4 | | 16,960<br>21.8 | | 21,860<br>28.1 | | | | | | | |
| | Program | | | | | CHARLIE BROWN THANKSGIV. (R) | | THANKSGIVING-LAND OF OZ (OP) | | ← LITTLE LORD FAUNTLEROY → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 15,640<br>20.1 | | 15,170<br>19.5 | | 15,720<br>20.2 | 18.7* | | 20.1* | | 21.0* | | 21.2* |
| | SHARE OF AUDIENCE % | | | | | 30 | | 29 | | 31 | 28 * | | 30 * | | 33 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.0 | 20.2 | 19.7 | 19.4 | 18.7 | 18.7 | 19.7 | 20.5 | 21.0 | 21.0 | 21.5 | 21.0 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 24,120<br>31.0 | | | | | | | | 16,180<br>20.8 | | | |
| | Program | | | | | ← 30 YRS-TV COMEDY'S-HITS (OP) → | | | | | | | | ← ALAN KING'S THANKSGVNG SP → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,850<br>17.8 | 17.7* | | 18.2* | | 17.9* | | 17.6* | 12,290<br>15.8 | 16.3* | | 15.3* |
| | SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 27 * | | 27 * | | 27 * | 25 | 25 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.0 | 18.3 | 18.2 | 18.3 | 17.4 | 17.8 | 17.3 | 16.9 | 15.7 | 15.3 | 15.3 |

## WEEK 2

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,360<br>23.6 | | 18,440<br>23.7 | | 20,620<br>26.5 | | 18,670<br>24.0 | | 26,370<br>33.9 | | | |
| | Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← BARBARA WALTERS SPECIAL → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,260<br>20.9 | | 16,570<br>21.3 | | 18,520<br>23.8 | | 17,270<br>22.2 | | 21,550<br>27.7 | 27.3* | | 28.1* |
| | SHARE OF AUDIENCE % | | | | | 32 | | 32 | | 36 | | 34 | | 45 | 43 * | | 46 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 19.8 | 22.1 | 20.9 | 21.8 | 23.1 | 24.5 | 21.9 | 22.4 | 26.1 | 28.5 | 28.2 | 27.9 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 25,830<br>33.2 | | | | | | | | | | | |
| | Program | | | | | ← HALLMARK HALL OF FAME A TALE OF TWO CITIES → | | | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 16,030<br>20.6 | 20.9* | | 20.9* | | 20.3* | | 20.0* | | 20.7* | | 20.7* |
| | SHARE OF AUDIENCE % | | | | | 32 | 32 * | | 31 * | | 30 * | | 31 * | | 33 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 20.8 | 21.0 | 20.9 | 20.8 | 20.7 | 19.8 | 20.0 | 20.0 | 20.7 | 20.8 | 20.7 | 20.8 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,140<br>24.6 | | | | | | | | 8,320<br>10.7 | | | |
| | Program | | | | | ← BATTLE OF BEVERLY HILLS (OP) → | | | | | | | | ← GENE SHALIT TALKS-STARS → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,430<br>13.4 | 13.3* | | 14.1* | | 13.2* | | 12.8* | 5,130<br>6.6 | 7.3* | | 5.9* |
| | SHARE OF AUDIENCE % | | | | | 20 | 20 * | | 21 * | | 20 * | | 20 * | 11 | 12 * | | 10 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.4 | 13.2 | 14.4 | 13.8 | 13.4 | 13.0 | 13.2 | 12.5 | 8.1 | 6.6 | 6.1 | 5.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 60.7 | 62.9 | 63.5 | 64.6 | 65.6 | 66.6 | 67.1 | 67.0 | 66.6 | 67.2 | 66.5 | 66.1 | 64.9 | 64.0 | 63.1 | 61.4 |
| | WK. 2 | 62.4 | 62.9 | 63.2 | 64.3 | 65.3 | 66.7 | 67.4 | 67.7 | 67.0 | 66.6 | 65.4 | 65.3 | 63.5 | 63.1 | 61.6 | 60.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. DEC.2, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. NOV. 26, 1980

## WEEK 1

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | Program | | | | | EIGHT IS ENOUGH | | | | TAXI | | SOAP (OP) | | VEGA$ | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 15,090 | | | | 14,160 | | 14,550 | | 15,560 | | | |
| | TOTAL AUDIENCE (%) | | | | | 19.4 | | | | 18.2 | | 18.7 | | 20.0 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,450 | | | | 12,600 | | 13,070 | | 12,990 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 16.0 | 15.2* | | 16.7* | 16.2 | | 16.8 | | 16.7 | 16.1* | | 17.3* |
| | SHARE OF AUDIENCE % | | | | | 26 | 25 * | | 27 * | 26 | | 27 | | 28 | 27 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.0 | 15.5 | 16.6 | 16.9 | 15.8 | 16.6 | 16.6 | 17.1 | 15.9 | 16.3 | 17.4 | 17.1 |
| **CBS TV** | Program | | | | | ENOS (OP) | | | | CBS WEDNESDAY NIGHT MOVIE: THE WILD AND THE FREE | | | | | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 15,640 | | | | 21,240 | | | | | | | |
| | TOTAL AUDIENCE (%) | | | | | 20.1 | | | | 27.3 | | | | | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 12,760 | | | | 14,080 | | | | | | | |
| | AVERAGE AUDIENCE (%) | | | | | 16.4 | 16.1* | | 16.6* | 18.1 | 16.9* | | 18.1* | | 18.9* | | 18.5* |
| | SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 27 * | 30 | 27 * | | 29 * | | 31 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.9 | 16.2 | 16.3 | 16.9 | 17.2 | 16.6 | 17.8 | 18.5 | 19.0 | 18.9 | 18.6 | 18.4 |
| **NBC TV** | Program | | | | | REAL PEOPLE (OP) | | | | DIFF'RENT STROKES | | FACTS OF LIFE | | QUINCY, M.E. | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 18,670 | | | | 16,650 | | 15,640 | | 16,960 | | | |
| | TOTAL AUDIENCE (%) | | | | | 24.0 | | | | 21.4 | | 20.1 | | 21.8 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 15,720 | | | | 14,940 | | 14,240 | | 13,850 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 20.2 | 19.9* | | 20.4* | 19.2 | | 18.3 | | 17.8 | 17.6* | | 18.0* |
| | SHARE OF AUDIENCE % | | | | | 33 | 33 * | | 33 * | 31 | | 29 | | 30 | 29 * | | 31 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 19.7 | 20.1 | 20.4 | 20.4 | 18.7 | 19.7 | 18.4 | 18.3 | 17.5 | 17.8 | 17.7 | 18.3 |

## WEEK 2

| TIME | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | Program | | | | | PINOCCHIO'S CHRISTMAS | | | | TAXI | | SOAP (OP) | | VEGA$ | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 11,670 | | | | 16,030 | | 16,100 | | 13,380 | | | |
| | TOTAL AUDIENCE (%) | | | | | 15.0 | | | | 20.6 | | 20.7 | | 17.2 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 9,260 | | | | 13,850 | | 14,550 | | 10,580 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 11.9 | 12.0* | | 11.9* | 17.8 | | 18.7 | | 13.6 | 13.2* | | 14.1* |
| | SHARE OF AUDIENCE % | | | | | 18 | 18 * | | 18 * | 27 | | 28 | | 23 | 21 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 12.3 | 11.6 | 11.7 | 12.1 | 16.5 | 19.2 | 19.2 | 18.3 | 13.1 | 13.2 | 14.0 | 14.1 |
| **CBS TV** | Program | | | | | RUDOLPH-RED-NOSE REINDEER (R)(OP) | | | | JOHNNY CASH CHRISTMAS SP. | | | | ALL STAR PARTY/J. LEMMON | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 18,520 | | | | 19,450 | | | | 15,870 | | | |
| | TOTAL AUDIENCE (%) | | | | | 23.8 | | | | 25.0 | | | | 20.4 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 14,160 | | | | 14,630 | | | | 12,290 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 18.2 | 18.0* | | 18.4* | 18.8 | 18.7* | | 18.9* | 15.8 | 16.4* | | 15.1* |
| | SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 28 * | 28 | 28 * | | 29 * | 26 | 27 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 18.3 | 17.7 | 18.3 | 18.6 | 19.3 | 18.1 | 18.8 | 19.0 | 16.6 | 16.2 | 15.5 | 14.8 |
| **NBC TV** | Program | | | | | REAL PEOPLE (OP) | | | | DIFF'RENT STROKES | | | | QUINCY, M.E. | | | |
| | TOTAL AUDIENCE (Households (000)) | | | | | 22,170 | | | | 18,910 | | | | 21,080 | | | |
| | TOTAL AUDIENCE (%) | | | | | 28.5 | | | | 24.3 | | | | 27.1 | | | |
| | AVERAGE AUDIENCE (Households (000)) | | | | | 18,280 | | | | 14,550 | | | | 17,270 | | | |
| | AVERAGE AUDIENCE (%) | | | | | 23.5 | 22.6* | | 24.4* | 18.7 | 18.4* | | 18.9* | 22.2 | 21.9* | | 22.5* |
| | SHARE OF AUDIENCE % | | | | | 36 | 35 * | | 37 * | 28 | 28 * | | 29 * | 37 | 36 * | | 38 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 21.3 | 23.8 | 24.8 | 24.0 | 18.4 | 18.4 | 18.7 | 19.1 | 21.8 | 21.9 | 22.8 | 22.2 |

## TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 56.7 | 57.2 | 57.4 | 57.9 | 60.5 | 60.9 | 61.2 | 62.3 | 61.2 | 62.2 | 62.3 | 62.3 | 60.5 | 59.9 | 59.5 | 58.6 |
| WK. 2 | 59.2 | 61.0 | 62.7 | 64.2 | 65.2 | 65.7 | 66.3 | 66.2 | 65.4 | 66.1 | 66.5 | 65.9 | 62.0 | 61.0 | 59.5 | 57.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE. WED. DEC. 3, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. THU. NOV. 27, 1980 (WEEK 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,330 19.7 | | 14,700 18.9 | | 13,540 17.4 | | 11,440 14.7 | | 17,430 22.4 | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES | | BARNEY MILLER | | IT'S A LIVING (OP) | | ← 20/20 → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,380 17.2 | | 13,540 17.4 | | 12,210 15.7 | | 10,660 13.7 | | 13,620 17.5 | 17.3* | | 17.7* |
| SHARE OF AUDIENCE % | | | | | 34 | | 32 | | 28 | | 24 | | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.1 | 18.3 | 17.3 | 17.5 | 15.5 | 15.9 | 13.5 | 13.9 | 16.4 | 18.2 | 18.3 | 17.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 13,380 17.2 | | | | 15,330 19.7 | | | | 13,850 17.8 | | | |
| Program | | | | | ← WALTONS (OP) → | | | | ← KNOTS LANDING(B) → | | | | ← LINDA IN WONDERLAND → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,580 13.6 | 12.7* | | 14.6* | 12,910 16.6 | 16.2* | | 17.0* | 9,490 12.2 | 12.8* | | 11.5* |
| SHARE OF AUDIENCE % | | | | | 26 | 25 * | | 27 * | 30 | 29 * | | 30 * | 22 | 23 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.3 | 13.0 | 14.1 | 15.1 | 16.1 | 16.3 | 17.0 | 17.0 | 13.5 | 12.2 | 11.7 | 11.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 3,190 4.1 | | | | 21,320 27.4 | | | | | | | | | | | |
| Program | NBC NIGHTLY NEWS-THU(B) (7:11-7:30PM) (S)(OP) | | | | ← NBC THURSDAY NIGHT MOVIES THE SOUND OF MUSIC(R) (OP) → | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,110 4.0 | | | | 12,450 16.0 | 12.7* | | 13.6* | | 15.6* | | 17.0* | | 18.6* | | 18.5* |
| SHARE OF AUDIENCE % | 9 | | | | 29 | 25 * | | 25 * | | 28 * | | 30 * | | 33 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | 4.3 | 3.9 | | | 12.8 | 12.5 | 13.5 | 13.7 | 15.4 | 15.7 | 16.5 | 17.4 | 18.7 | 18.4 | 18.4 | 18.5 |

## EVE. THU. DEC. 4, 1980 (WEEK 2)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,950 20.5 | | 16,960 21.8 | | 31,900 41.0 | | | | | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES (OP) | | ← ABC NFL FOOTBALL SPECIAL PITTSBURGH VS HOUSTON (9:00-12:04AM)(OP) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,460 17.3 | | 14,780 19.0 | | 19,610 25.2 | 24.3* | | 26.5* | | 26.5* | | 25.1* |
| SHARE OF AUDIENCE % | | | | | 27 | | 29 | | 41 | 36 * | | 39 * | | 40 * | | 39 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.7 | 17.9 | 18.2 | 19.8 | 23.9 | 24.8 | 26.1 | 26.8 | 27.5 | 25.5 | 24.6 | 25.6 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,020 19.3 | | | | 16,420 21.1 | | | | 12,840 16.5 | | | |
| Program | | | | | ← WALTONS (OP) → | | | | ← CRYSTAL → | | | | ← KNOTS LANDING → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,750 15.1 | 14.7* | | 15.5* | 10,810 13.9 | 14.7* | | 13.1* | 9,730 12.5 | 12.4* | | 12.7* |
| SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 23 * | 20 | 21 * | | 19 * | 20 | 19 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | | | | | 14.3 | 15.2 | 15.5 | 15.5 | 15.6 | 13.7 | 13.4 | 12.8 | 12.0 | 12.9 | 12.7 | 12.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,860 19.1 | | | | 21,400 27.5 | | | | | | | |
| Program | | | | | ← GAMES PEOPLE PLAY (OP) → | | | | ← NBC THURSDAY NIGHT MOVIES THE DAY THE WOMEN GOT EVEN → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,350 13.3 | 13.2* | | 13.3* | 14,160 18.2 | 16.2* | | 18.4* | | 19.1* | | 19.2* |
| SHARE OF AUDIENCE % | | | | | 20 | 21 * | | 20 * | 28 | 24 * | | 27 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.3 | 13.1 | 13.5 | 13.1 | 15.3 | 17.2 | 18.4 | 18.4 | 19.0 | 19.2 | 19.7 | 18.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 45.8 | 46.1 | 46.5 | 48.0 | 49.5 | 51.7 | 53.3 | 54.5 | 55.2 | 55.8 | 56.2 | 56.5 | 56.2 | 56.0 | 54.6 | 52.8 |
| WK. 2 | 59.1 | 60.4 | 60.6 | 62.5 | 63.6 | 64.6 | 65.4 | 67.0 | 68.5 | 68.2 | 68.7 | 67.7 | 65.6 | 64.0 | 62.3 | 60.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.FRI. NOV.28, 1980 (WEEK 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,470<br>18.6 | | 13,690<br>17.6 | | 17,350<br>22.3 | | | | | | | |
| ABC TV program | | | | | BENSON | | I'M A BIG GIRL NOW (OP) | | ← ABC FRIDAY NIGHT MOVIE — THE BABYSITTER → | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,840<br>16.5 | | 12,600<br>16.2 | | 11,830<br>15.2 | 15.0* | | 15.7* | | 15.2* | | 14.7* |
| ABC TV SHARE OF AUDIENCE % | | | | | 27 | | 26 | | 25 | 25 * | | 26 * | | 25 * | | 25 * |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | 15.9 | 17.1 | 16.3 | 16.2 | 14.8 | 15.2 | 15.5 | 16.0 | 15.6 | 14.7 | 14.6 | 14.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,870<br>20.4 | | 15,480<br>19.9 | | 23,110<br>29.7 | | | | 30,580<br>39.3 | | | |
| CBS TV program | | | | | DR. SEUSS-GRINCH-XMAS (R)(OP) | | FROSTY THE SNOWMAN (R) | | ← DUKES OF HAZZARD → | | | | ← DALLAS → | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,770<br>17.7 | | 14,320<br>18.4 | | 19,760<br>25.4 | 24.2* | | 26.6* | 26,450<br>34.0 | 34.0* | | 33.9* |
| CBS TV SHARE OF AUDIENCE % | | | | | 29 | | 30 | | 42 | 40 * | | 44 * | 56 | 56 * | | 57 * |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.0 | 18.0 | 18.8 | 23.5 | 24.9 | 25.7 | 27.4 | 33.6 | 34.4 | 34.6 | 33.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,660<br>22.7 | | | | | | | | 7,620<br>9.8 | | | |
| NBC TV program | | | | | ← NBC FRIDAY MOVIE OF-WEEK — GOOD OL' DAYS (OP) → | | | | | | | | ← NBC MAGAZINE → | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,270<br>13.2 | 13.1* | | 14.6* | | 13.5* | | 11.8* | 6,070<br>7.8 | 7.8* | | 7.7* |
| NBC TV SHARE OF AUDIENCE % | | | | | 22 | 22 * | | 24 * | | 22 * | | 20 * | 13 | 13 * | | 13 * |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | 13.0 | 13.2 | 14.3 | 14.9 | 14.0 | 12.9 | 12.3 | 11.2 | 7.9 | 7.7 | 7.7 | 7.7 |

## EVE.FRI. DEC.5, 1980 (WEEK 2)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 21,710<br>27.9 | | | | | | | | 10,740<br>13.8 | | | |
| ABC TV program | | | | | ← BATTLE-NETWORK STARS (OP) → | | | | | | | | ← CHRISTMAS-GRAND OLE OPRY → | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,000<br>18.0 | 16.2* | | 18.2* | | 19.1* | | 18.4* | 7,780<br>10.0 | 10.8* | | 9.2* |
| ABC TV SHARE OF AUDIENCE % | | | | | 30 | 28 * | | 30 * | | 31 * | | 30 * | 17 | 18 * | | 16 * |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 16.9 | 18.2 | 18.1 | 19.6 | 18.7 | 18.5 | 18.3 | 11.1 | 10.5 | 9.5 | 8.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,470<br>18.6 | | | | 20,850<br>26.8 | | | | 33,840<br>43.5 | | | |
| CBS TV program | | | | | ← INCREDIBLE HULK (OP) → | | | | ← DUKES OF HAZZARD → | | | | ← DALLAS → | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,440<br>14.7 | 14.0* | | 15.4* | 17,270<br>22.2 | 20.3* | | 24.2* | 29,020<br>37.3 | 36.7* | | 37.9* |
| CBS TV SHARE OF AUDIENCE % | | | | | 25 | 24 * | | 25 * | 36 | 33 * | | 39 * | 62 | 61 * | | 64 * |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | 14.1 | 13.9 | 15.0 | 15.9 | 19.4 | 21.2 | 23.1 | 25.3 | 35.7 | 37.7 | 38.2 | 37.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 12,910<br>16.6 | | 12,910<br>16.6 | | 10,580<br>13.6 | | | | 7,390<br>9.5 | | | |
| NBC TV program | | | | | CASPER'S FIRST CHRISTMAS (R) | | FAMILY CIRCUS CHRISTMAS (R)(OP) | | ← JACK FROST (R) → | | | | ← NBC MAGAZINE → | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,050<br>14.2 | | 11,670<br>15.0 | | 8,320<br>10.7 | 11.2* | | 10.2* | 5,520<br>7.1 | 7.1* | | 7.2* |
| NBC TV SHARE OF AUDIENCE % | | | | | 24 | | 25 | | 17 | 18 * | | 17 * | 12 | 12 * | | 12 * |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | 13.9 | 14.5 | 14.5 | 15.4 | 11.6 | 10.8 | 10.4 | 10.1 | 7.3 | 6.9 | 7.2 | 7.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 57.2 | 57.9 | 58.5 | 59.7 | 60.4 | 60.9 | 61.1 | 62.1 | 61.6 | 60.6 | 60.2 | 60.9 | 61.0 | 60.5 | 60.5 | 59.4 |
| WK. 2 | 55.2 | 56.0 | 55.5 | 57.0 | 57.6 | 58.9 | 60.2 | 61.8 | 61.4 | 61.2 | 61.2 | 61.3 | 60.6 | 60.3 | 59.5 | 58.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.29, 1980

| WEEK 1 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,330<br>19.7 | | | | 22,560<br>29.0 | | | | 19,450<br>25.0 | | | |
| ABC TV | Program | | | | | BREAKING AWAY | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| ABC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,200<br>14.4 | 12.9* | | 15.8* | 19,220<br>24.7 | 23.9* | | 25.6* | 16,030<br>20.6 | 20.9* | | 20.4* |
| ABC TV | SHARE OF AUDIENCE % | | | | | 24 | 22 * | | 26 * | 41 | 40 * | | 43 * | 37 | 37 * | | 36 * |
| ABC TV | AVG. AUD. BY ¼ HR. % | | | | | 12.4 | 13.4 | 15.0 | 16.6 | 23.4 | 24.5 | 25.5 | 25.6 | 21.3 | 20.4 | 20.4 | 20.4 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,860<br>19.1 | | 14,000<br>18.0 | | 16,180<br>20.8 | | | | | | | |
| CBS TV | Program | | | | | WKRP IN CINCINNATI | | TIM CONWAY SHOW (OP) | | CBS SATURDAY NIGHT MOVIE<br>DESPERATE VOYAGE | | | | | | | |
| CBS TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,150<br>16.9 | | 12,530<br>16.1 | | 10,500<br>13.5 | 12.9* | | 12.6* | | 13.9* | | 14.8* |
| CBS TV | SHARE OF AUDIENCE % | | | | | 28 | | 26 | | 23 | 21 * | | 21 * | | 25 * | | 26 * |
| CBS TV | AVG. AUD. BY ¼ HR. % | | | | | 17.1 | 16.7 | 15.9 | 16.3 | 12.9 | 12.8 | 12.4 | 12.8 | 13.8 | 14.0 | 14.7 | 14.9 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,920<br>25.6 | | | | 15,950<br>20.5 | | | | | | | |
| NBC TV | Program | | | | | BARBARA MANDRELL (OP) | | | | NBC SATURDAY NIGHT MOVIES<br>THE SECRET WAR OF JACKIE'S GIRLS | | | | | | | |
| NBC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,780<br>19.0 | 19.3* | | 18.7* | 10,190<br>13.1 | 13.1* | | 12.4* | | 13.5* | | 13.4* |
| NBC TV | SHARE OF AUDIENCE % | | | | | 31 | 32 * | | 31 * | 23 | 22 * | | 21 * | | 24 * | | 24 * |
| NBC TV | AVG. AUD. BY ¼ HR. % | | | | | 18.5 | 20.2 | 19.5 | 17.8 | 13.3 | 12.9 | 12.6 | 12.3 | 13.3 | 13.7 | 13.4 | 13.4 |

| WEEK 2 | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,330<br>19.7 | | | | 22,020<br>28.3 | | | | 19,530<br>25.1 | | | |
| ABC TV | Program | | | | | BREAKING AWAY | | | | LOVE BOAT (OP) | | | | FANTASY ISLAND | | | |
| ABC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,740<br>13.8 | 12.6* | | 15.1* | 18,050<br>23.2 | 22.0* | | 24.4* | 16,420<br>21.1 | 21.1* | | 21.1* |
| ABC TV | SHARE OF AUDIENCE % | | | | | 24 | 22 * | | 26 * | 40 | 38 * | | 42 * | 38 | 38 * | | 38 * |
| ABC TV | AVG. AUD. BY ¼ HR. % | | | | | 12.4 | 12.8 | 14.3 | 15.9 | 21.1 | 23.0 | 24.1 | 24.8 | 20.7 | 21.5 | 21.1 | 21.1 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,790<br>20.3 | | 12,680<br>16.3 | | 11,900<br>15.3 | | | | 11,830<br>15.2 | | | |
| CBS TV | Program | | | | | WKRP IN CINCINNATI | | TIM CONWAY SHOW (OP) | | FREEBIE AND THE BEAN | | | | SECRETS MIDLAND HEIGHTS | | | |
| CBS TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,460<br>17.3 | | 11,440<br>14.7 | | 8,950<br>11.5 | 11.7* | | 11.3* | 9,180<br>11.8 | 11.7* | | 12.0* |
| CBS TV | SHARE OF AUDIENCE % | | | | | 30 | | 25 | | 20 | 20 * | | 19 * | 21 | 21 * | | 22 * |
| CBS TV | AVG. AUD. BY ¼ HR. % | | | | | 16.9 | 17.7 | 14.7 | 14.6 | 11.5 | 11.9 | 11.4 | 11.1 | 11.7 | 11.6 | 11.9 | 12.2 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | | | | | 17,120<br>22.0 | | | | 16,490<br>21.2 | | | | | | | |
| NBC TV | Program | | | | | BARBARA MANDRELL (OP) | | | | NBC SATURDAY NIGHT MOVIES<br>SEMI-TOUGH(R) | | | | | | | |
| NBC TV | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,760<br>16.4 | 15.9* | | 16.8* | 8,790<br>11.3 | 11.4* | | 10.9* | | 11.6* | | 11.5* |
| NBC TV | SHARE OF AUDIENCE % | | | | | 28 | 27 * | | 29 * | 20 | 20 * | | 19 * | | 21 * | | 21 * |
| NBC TV | AVG. AUD. BY ¼ HR. % | | | | | 15.9 | 16.0 | 17.0 | 16.5 | 12.2 | 10.5 | 10.7 | 11.0 | 11.9 | 11.3 | 11.1 | 11.8 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 1 | 56.4 | 57.2 | 57.4 | 58.3 | 59.5 | 60.6 | 60.8 | 61.4 | 60.6 | 60.0 | 59.4 | 58.9 | 56.3 | 56.4 | 56.4 | 55.9 |
| TV HOUSEHOLDS USING TV (See Def. 1) | WK. 2 | 55.4 | 55.6 | 55.8 | 57.2 | 57.7 | 58.1 | 58.6 | 58.9 | 58.1 | 58.3 | 58.7 | 58.2 | 56.0 | 55.9 | 55.2 | 55.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. DEC.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.29, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 6,610<br>8.5 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,220<br>8.0 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.0 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 12,140<br>15.6 | | | | | | | | | | | | | |
| NBC TV program | | | ROADSHOW (11:30-12:50AM) (SUSTAINING 12:50-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,920<br>8.9 | 9.8* | | 8.7* | | 7.7* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 26 | 26 * | | 26 * | | 27 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 10.3 | 9.3 | 9.1 | 8.4 | 7.9 | 7.0 | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 6,460<br>8.3 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,540<br>8.4 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 17 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.4 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 12,140<br>15.6 | | | | | | | | | | | | | |
| NBC TV program | | | SATURDAY NIGHT (11:30-12:48AM) (SUSTAINING 12:48-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 7,390<br>9.5 | 10.4* | | 9.6* | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 27 | 27 * | | 29 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 10.7 | 10.0 | 9.8 | 9.4 | 8.1 | 7.7 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 52.0 | 46.2 | 40.3 | 36.5 | 34.5 | 32.1 | 29.0 | 26.3 | 24.4 | 22.7 | 19.2 | 16.7 | 14.9 | 13.3 | 11.7 | 10.8 |
| WK. 2 | 51.8 | 46.8 | 40.9 | 37.4 | 34.6 | 32.6 | 29.6 | 26.9 | 24.7 | 23.3 | 20.7 | 18.4 | 16.5 | 15.0 | 13.3 | 11.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. DEC.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.30, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 16,100<br>20.7 | | | | 29,250<br>37.6 | | | | | | | | | | | |
| Program | THOSE AMAZING ANIMALS (OP) | | | | CHARLIE'S ANGELS | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 11,980<br>15.4 | 14.6* | | 16.1* | 17,190<br>22.1 | 18.7* | | 20.5* | | 22.1* | | 22.5* | | 24.2* | | 24.7* |
| SHARE OF AUDIENCE % | 23 | 22 * | | 24 * | 33 | 28 * | | 29 * | | 31 * | | 32 * | | 37 * | | 41 * |
| AVG. AUD. BY ¼ HR. % | 13.4 | 15.9 | 16.5 | 15.8 | 18.4 | 18.9 | 19.8 | 21.1 | 21.7 | 22.4 | 22.6 | 22.5 | 23.6 | 24.8 | 25.4 | 24.0 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 28,090<br>36.1 | | | | 18,670<br>24.0 | | 17,740<br>22.8 | | 18,590<br>23.9 | | 19,450<br>25.0 | | 21,780<br>28.0 | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 22,170<br>28.5 | 27.4* | | 29.5* | 16,650<br>21.4 | | 16,490<br>21.2 | | 17,190<br>22.1 | | 17,820<br>22.9 | | 18,360<br>23.6 | 23.3* | | 23.9* |
| SHARE OF AUDIENCE % | 43 | 42 * | | 44 * | 32 | | 30 | | 31 | | 33 | | 38 | 36 * | | 39 * |
| AVG. AUD. BY ¼ HR. % | 26.4 | 28.5 | 29.3 | 29.8 | 21.0 | 21.7 | 20.9 | 21.5 | 21.6 | 22.6 | 22.3 | 23.4 | 22.8 | 23.9 | 24.1 | 23.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 24,270<br>31.2 | | | | | | | | | | | | 13,540<br>17.4 | | | |
| Program | BIG EVENT KING KONG(R) (7:05-10:05PM)(OP)(+OP) | | | | | | | | | | | | NBC REPORTS AMERICAN FASHION...RAGS AND RICHES (10:05-11:05PM)(OP) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 13,070<br>16.8 | 13.3* | | 15.4* | | 16.9* | | 17.8* | | 18.5* | | 18.5* | 8,400<br>10.8 | 11.9* | | 9.7* |
| SHARE OF AUDIENCE % | 25 | 20 * | | 23 * | | 25 * | | 25 * | | 26 * | | 27 * | 18 | 18 * | | 16 * |
| AVG. AUD. BY ¼ HR. % | 13.0 | 13.5 | 14.9 | 15.9 | 16.9 | 16.9 | 17.7 | 18.0 | 18.5 | 18.4 | 18.3 | 18.6 | 12.9 | 11.3 | 9.8 | 9.7 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 14,700<br>18.9 | | | | 15,560<br>20.0 | | | | 25,750<br>33.1 | | | | | | | |
| Program | THOSE AMAZING ANIMALS | | | | CHARLIE'S ANGELS (OP) | | | | ABC SUNDAY NIGHT MOVIE FIGHTING BACK | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 10,190<br>13.1 | 12.4* | | 13.7* | 11,280<br>14.5 | 13.3* | | 15.8* | 19,140<br>24.6 | 22.0* | | 24.6* | | 26.2* | | 25.7* |
| SHARE OF AUDIENCE % | 20 | 20 * | | 21 * | 21 | 20 * | | 23 * | 37 | 31 * | | 35 * | | 40 * | | 42 * |
| AVG. AUD. BY ¼ HR. % | 11.7 | 13.1 | 13.6 | 13.9 | 12.3 | 14.3 | 15.2 | 16.3 | 20.0 | 24.0 | 24.2 | 25.0 | 26.0 | 26.4 | 26.4 | 25.1 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 31,280<br>40.2 | | | | 19,290<br>24.8 | | 19,920<br>25.6 | | 17,660<br>22.7 | | 19,220<br>24.7 | | 18,830<br>24.2 | | |
| Program | (1) | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS | | TRAPPER JOHN, M.D. (10:15-11:15PM) | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 22,870<br>29.4 | | 29.1* | | 17,510<br>22.5 | | 17,350<br>22.3 | | 15,870<br>20.4 | | 17,190<br>22.1 | | 15,250<br>19.6 | | 19.6* |
| SHARE OF AUDIENCE % | | 45 | | 44 * | | 33 | | 32 | | 29 | | 32 | | 32 | | 31 * |
| AVG. AUD. BY ¼ HR. % | 24.8 | 27.5 | 28.7 | 29.4 | 31.8 | 22.4 | 22.6 | 21.9 | 22.7 | 19.9 | 21.0 | 20.8 | 23.3 | 19.8 | 19.6 | 19.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 16,260<br>20.9 | | | | 21,240<br>27.3 | | | | | | | | 11,360<br>14.6 | | | |
| Program | HERE'S BOOMER SPECIAL | | | | CHIPS (OP) | | | | | | | | ASPHALT COWBOY | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 11,980<br>15.4 | 14.3* | | 16.5* | 14,320<br>18.4 | 18.4* | | 19.3* | | 18.4* | | 17.4* | 9,100<br>11.7 | 11.6* | | 11.7* |
| SHARE OF AUDIENCE % | 24 | 23 * | | 25 * | 26 | 27 * | | 28 * | | 26 * | | 25 * | 18 | 18 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | 13.1 | 15.5 | 16.2 | 16.8 | 17.4 | 19.4 | 19.5 | 19.2 | 18.5 | 18.3 | 17.9 | 16.9 | 11.6 | 11.7 | 11.5 | 11.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 64.4 | 65.4 | 66.2 | 67.0 | 66.9 | 68.3 | 69.3 | 70.7 | 70.7 | 70.6 | 69.8 | 69.1 | 65.3 | 63.8 | 61.8 | 59.3 |
| WK. 2 | 62.8 | 63.8 | 64.8 | 66.7 | 67.8 | 68.5 | 69.7 | 69.6 | 70.2 | 71.0 | 71.5 | 69.6 | 67.0 | 64.8 | 62.9 | 60.3 |

U.S. TV Households: 77,800,000

(1)CBS NFL FOOTBALL GAME 2,VARIOUS TEAMS AND TIMES,CBS,(4:00-7:37PM)

For explanation of symbols, See page A

EVE.SUN. DEC.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.30, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,450<br>7.0 | | | | | | | | | | | | | | | |
| Program | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,290<br>6.8 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 14 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.8 | | | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 6,070<br>7.8 | | | | | | | | | | | | | | | |
| Program | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,910<br>7.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.6 | | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,410<br>3.1 | | | | | | | | | | | | | |
| Program | (1) | | ← NBC LATE NIGHT MOVIE PEEPER (11:35-1:33AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,240<br>1.6 | 2.1* | | 1.9* | | 1.4* | | 1.3* | | | | | | |
| SHARE OF AUDIENCE % | | | 7 | 7 * | | 8 * | | 7 * | | 9 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 11.1 | | 2.1 | 2.1 | 2.0 | 1.8 | 1.4 | 1.4 | 1.3 | 1.3 | 1.1 | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,520<br>7.1 | | | | | | | | | | | | | | | |
| Program | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,450<br>7.0 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 13 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.0 | | | | | | | | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | 6,690<br>8.6 | | | | | | | | | | | | | | |
| Program | TRAPPER JOHN, M.D. | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6,380<br>8.2 | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | 18 | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 19.4 | 8.2 | | | | | | | | | | | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 2,490<br>3.2 | | | | | | | | | | | | | |
| Program | | | ← NBC LATE NIGHT MOVIE ODE TO BILLY JOE (11:30-1:34AM) (SUSTAINING 1:34-1:35AM) → | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,400<br>1.8 | 2.1* | | 2.1* | | 1.8* | | 1.4* | | | | | | |
| SHARE OF AUDIENCE % | | | 8 | 6 * | | 8 * | | 9 * | | 9 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.2 | 2.0 | 2.0 | 2.1 | 1.9 | 1.7 | 1.4 | 1.4 | 1.0 | | | | | |
| **TV HOUSEHOLDS USING TV (See Def. 1)** WK. 1 | 49.4 | 41.9 | 33.2 | 29.6 | 26.1 | 23.4 | 20.3 | 17.9 | 15.4 | 13.4 | 10.9 | 8.5 | 6.7 | 5.6 | 5.0 | 4.5 |
| WK. 2 | 53.5 | 45.1 | 36.6 | 30.5 | 26.8 | 23.4 | 20.9 | 19.0 | 16.1 | 14.1 | 12.0 | 10.5 | 8.8 | 6.9 | 5.7 | 4.7 |

U.S. TV Households: 77,800,000

(1)NBC REPORTS,AMERICAN FASHION...RAGS AND RICHES,NBC,(10:05-11:05PM)(S)

For explanation of symbols, See page A.



EVE.SUN. DEC.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.24-28, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,970<br>5.1 | | | | 5,520<br>7.1 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,190<br>4.1 | | | | 4,670<br>6.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 24 | | | | 26 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 3.9 | 4.2 | | | 5.8 | 6.2 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 3,110<br>4.0 | | | 4,050<br>5.2 | | | | | | | | 5,060<br>6.5 | | 5,130<br>6.6 | |
| Program | MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING) | | | | CAPTAIN KANGAROO (OP) | | | | | (S)(OP) | | | JEFFERSONS M-F (M-W)(S)(OP) | | ALICE-M-F (M-W)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,100<br>2.7 | | 2.8* | 2,490<br>3.2 | 3.0* | | 3.4* | | | | | 4,280<br>5.5 | | 4,750<br>6.1 | |
| SHARE OF AUDIENCE % | | 17 | | 16 * | 16 | 15 * | | 16 * | | | | | 27 | | 29 | |
| AVG. AUD. BY ¼ HR. % | | 2.6 | 2.8 | 2.8 | 2.8 | 3.1 | 3.5 | 3.4 | | | | | 5.2 | 5.8 | 5.9 | 6.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,050<br>5.2 | | | | 5,450<br>7.0 | | | | | | 2,800<br>3.6 | | 3,110<br>4.0 | |
| Program | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | (S)(OP) | | | LAS VEGAS GAMBIT (MTUWF)(S)(OP) | | BLOCKBUSTERS (MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,110<br>4.0 | | | | 4,590<br>5.9 | | | | | | 2,330<br>3.0 | | 2,570<br>3.3 | |
| SHARE OF AUDIENCE % | | | 25 | | | | 28 | | | | | | 14 | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | 3.7 | 4.3 | | | 5.9 | 5.8 | | | | | 2.9 | 3.2 | 3.4 | 3.3 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,900<br>6.3 | | | | 5,760<br>7.4 | | | | | | | | | |
| Program | GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) | | | | GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,890<br>5.0 | | | | 4,820<br>6.2 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 27 | | | | 31 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.9 | 5.0 | | | 6.2 | 6.4 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 3,350<br>4.3 | | | 3,420<br>4.4 | | | | | | | | 4,120<br>5.3 | | 4,590<br>5.9 | |
| Program | MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING) | | | | CAPTAIN KANGAROO | | | | | | | | JEFFERSONS M-F (MTUWF)(S)(OP) | | ALICE-M-F (MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,260<br>2.9 | | 3.0* | 2,180<br>2.8 | 2.6* | | 3.0* | | | | | 3,500<br>4.5 | | 4,120<br>5.3 | |
| SHARE OF AUDIENCE % | | 17 | | 16 * | 14 | 13 * | | 15 * | | | | | 22 | | 26 | |
| AVG. AUD. BY ¼ HR. % | | 2.6 | 2.9 | 3.1 | 2.4 | 2.7 | 2.9 | 3.0 | | | | | 4.3 | 4.8 | 5.1 | 5.4 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 4,670<br>6.0 | | | | 4,900<br>6.3 | | | | | | 2,650<br>3.4 | | 2,960<br>3.8 | |
| Program | TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) | | | | TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) | | | | | | | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,660<br>4.7 | | | | 4,120<br>5.3 | | | | | | 2,180<br>2.8 | | 2,650<br>3.4 | |
| SHARE OF AUDIENCE % | | | 26 | | | | 26 | | | | | | 14 | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.9 | | | 5.3 | 5.2 | | | | | 2.8 | 2.9 | 3.3 | 3.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 7.8 | 10.4 | 12.6 | 14.4 | 16.7 | 18.8 | 20.7 | 21.6 | 22.4 | 23.9 | 24.7 | 25.3 | 24.9 | 25.7 | 26.3 | 26.6 |
| WK. 2 | 9.2 | 12.0 | 14.8 | 16.7 | 18.6 | 20.0 | 20.1 | 20.2 | 19.8 | 20.1 | 20.0 | 19.8 | 19.7 | 20.2 | 20.2 | 20.5 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. DEC.1-5, 1980

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.24-28, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 7,620 9.8 | | | | 6,380 8.2 | | 6,300 8.1 | | 8,950 11.5 | | | | 8,710 11.2 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (M-TH)(S)(OP) → | | | | ← ONE LIFE TO LIVE (M-TH)(S)(OP) (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,370 6.9 | 6.2* | | 7.5* | 5,290 6.8 | | 5,210 6.7 | | 6,850 8.8 | 8.3* | | 9.2* | 6,540 8.4 | 8.1* | | 8.6* |
| SHARE OF AUDIENCE % | 25 | 23 * | | 27 * | 23 | | 23 | | 29 | 28 * | | 30 * | 27 | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 6.0 | 6.5 | 7.6 | 7.5 | 6.6 | 7.0 | 6.7 | 6.8 | 8.0 | 8.6 | 9.2 | 9.2 | 8.0 | 8.2 | 8.5 | 8.7 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,600 7.2 | | 5,910 7.6 | | | | 5,680 7.3 | | 8,170 10.5 | | | | 7,940 10.2 | | | |
| Program | PRICE IS RIGHT 1 (M-W)(S)(OP) | | PRICE IS RIGHT 2 (M-W)(S)(OP) | | (S)(OP) | | SEARCH FOR TOMORROW (MTUWF)(S)(OP) | | ← YOUNG AND THE RESTLESS (MTUWF)(S)(OP) → | | | | ← AS THE WORLD TURNS (MTUWF)(S)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,820 6.2 | | 5,290 6.8 | | | | 4,900 6.3 | | 6,300 8.1 | 7.8* | | 8.4* | 6,380 8.2 | 8.0* | | 8.4* |
| SHARE OF AUDIENCE % | 29 | | 30 | | | | 24 | | 28 | 28 * | | 28 * | 27 | 27 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 6.1 | 6.3 | 6.6 | 7.0 | | | 6.4 | 6.3 | 7.7 | 8.0 | 8.3 | 8.5 | 7.8 | 8.2 | 8.5 | 8.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,670 6.0 | | 4,510 5.8 | | 3,500 4.5 | | 3,580 4.6 | | 5,990 7.7 | | | | 5,840 7.5 | | | |
| Program | WHEEL OF FORTUNE (MTUWF)(S)(OP) | | PASSWORD PLUS (MTUWF)(S)(OP) | | CARD SHARKS | | DOCTORS (MTUWF)(OP) | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD (MTUWF)(OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,970 5.1 | | 3,970 5.1 | | 2,960 3.8 | | 3,030 3.9 | | 4,430 5.7 | 5.6* | | 5.7* | 4,590 5.9 | 5.8* | | 6.1* |
| SHARE OF AUDIENCE % | 22 | | 21 | | 13 | | 15 | | 18 | 18 * | | 18 * | 19 | 19 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 5.0 | 5.3 | 4.9 | 5.2 | 3.8 | 3.8 | 3.8 | 3.9 | 5.6 | 5.6 | 5.7 | 5.7 | 5.7 | 5.9 | 6.0 | 6.1 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,990 7.7 | | | | 5,370 6.9 | | 5,840 7.5 | | 8,480 10.9 | | | | 8,480 10.9 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,200 5.4 | 5.3* | | 5.6* | 4,590 5.9 | | 4,980 6.4 | | 6,540 8.4 | 8.1* | | 8.6* | 6,540 8.4 | 8.1* | | 8.8* |
| SHARE OF AUDIENCE % | 26 | 26 * | | 26 * | 25 | | 27 | | 33 | 32 * | | 33 * | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | 5.1 | 5.4 | 5.6 | 5.7 | 5.6 | 6.2 | 6.3 | 6.5 | 7.8 | 8.2 | 8.6 | 8.7 | 7.9 | 8.2 | 8.7 | 8.9 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,210 6.7 | | 5,840 7.5 | | | | 5,680 7.3 | | 7,310 9.4 | | | | 7,160 9.2 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,360 5.6 | | 5,060 6.5 | | | | 4,900 6.3 | | 5,520 7.1 | 6.9* | | 7.3* | 5,760 7.4 | 7.3* | | 7.5* |
| SHARE OF AUDIENCE % | 28 | | 30 | | | | 27 | | 28 | 27 * | | 28 * | 28 | 28 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 5.3 | 5.8 | 6.5 | 6.6 | | | 6.2 | 6.3 | 6.8 | 7.1 | 7.3 | 7.4 | 7.2 | 7.4 | 7.5 | 7.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 3,970 5.1 | | 3,810 4.9 | | 2,650 3.4 | | 3,190 4.1 | | 5,450 7.0 | | | | 4,750 6.1 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,420 4.4 | | 3,350 4.3 | | 2,330 3.0 | | 2,570 3.3 | | 4,120 5.3 | 5.2* | | 5.5* | 3,730 4.8 | 4.9* | | 4.7* |
| SHARE OF AUDIENCE % | 22 | | 20 | | 13 | | 14 | | 21 | 21 * | | 21 * | 18 | 19 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 4.4 | 4.5 | 4.2 | 4.3 | 2.9 | 3.1 | 3.3 | 3.4 | 5.0 | 5.3 | 5.5 | 5.5 | 4.8 | 4.9 | 4.8 | 4.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 26.8 | 27.3 | 27.9 | 28.6 | 29.6 | 30.5 | 29.7 | 30.1 | 30.4 | 31.2 | 31.3 | 31.6 | 31.3 | 31.8 | 32.2 | 32.6 |
| WK. 2 | 20.2 | 20.7 | 21.0 | 21.9 | 23.6 | 24.8 | 24.0 | 24.8 | 25.0 | 25.7 | 25.7 | 26.2 | 26.0 | 26.8 | 27.0 | 27.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. DEC.1-5, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV.24-28, 1980

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 9,800<br>12.6 | | | | 3,970<br>5.1 | | | | | | | | | | 10,810<br>13.9 | |
| Program | GENERAL HOSPITAL (M-TH)(SUS-OP) (S)(OP) | | | | EDGE OF NIGHT >(S)(OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,780<br>10.0 | 9.9* | | 10.1* | 3,580<br>4.6 | | | | | | | | | | 9,650<br>12.4 | |
| SHARE OF AUDIENCE % | 29 | 30 * | | 29 * | 13 | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 9.8 | 10.0 | 10.2 | 10.0 | 4.6 | 4.5 | | | | | | | | | 11.9 | 12.8 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 8,870<br>11.4 | | | | 4,900<br>6.3 | | | | | | | | | | 13,070<br>16.8 | |
| Program | GUIDING LIGHT (MTUWF)(S)(OP) | | | | ONE DAY AT A TIME-M-F (MTUWF)(S)(OP) | | (S)(OP) | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,080<br>9.1 | 8.7* | | 9.4* | 4,200<br>5.4 | | | | | | | | | | 11,670<br>15.0 | |
| SHARE OF AUDIENCE % | 27 | 27 * | | 27 * | 15 | | | | | | | | | | 27 | |
| AVG. AUD. BY ¼ HR. % | 8.6 | 8.9 | 9.2 | 9.6 | 5.0 | 5.6 | | | | | | | | | 14.9 | 15.1 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 5,760<br>7.4 | | | | | | | | | | | | | | 11,750<br>15.1 | |
| Program | TEXAS (MTUWF)(S)(OP) | | | | | | (S)(OP) | | | | | | | | NBC NIGHTLY NEWS (MTUWF)(S)(OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,280<br>5.5 | 5.5* | | 5.5* | | | | | | | | | | | 10,580<br>13.6 | |
| SHARE OF AUDIENCE % | 16 | 17 * | | 16 * | | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.5 | 5.5 | 5.4 | | | | | | | | | | | 13.3 | 13.9 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 10,740<br>13.8 | | | | 4,280<br>5.5 | | | | | | | | | | 11,440<br>14.7 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT (MTUTHF)(S)(OP) | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,480<br>10.9 | 10.5* | | 11.3* | 3,660<br>4.7 | | | | | | | | | | 10,040<br>12.9 | |
| SHARE OF AUDIENCE % | 36 | 36 * | | 36 * | 15 | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 10.3 | 10.8 | 11.3 | 11.3 | 4.8 | 4.6 | | | | | | | | | 12.6 | 13.2 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 7,550<br>9.7 | | | | 3,730<br>4.8 | | | | | | | | | | 14,160<br>18.2 | |
| Program | GUIDING LIGHT (OP) | | | | ONE DAY AT A TIME-M-F (MWTHF)(S)(OP) | | | | | | | | | | CBS EVENING NEWS-CRONKITE | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,070<br>7.8 | 7.7* | | 7.9* | 3,110<br>4.0 | | | | | | | | | | 12,530<br>16.1 | |
| SHARE OF AUDIENCE % | 26 | 27 * | | 25 * | 13 | | | | | | | | | | 28 | |
| AVG. AUD. BY ¼ HR. % | 7.6 | 7.8 | 7.9 | 8.0 | 3.7 | 4.3 | | | | | | | | | 15.8 | 16.5 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 4,430<br>5.7 | | | | | | | | | | | | | | 11,510<br>14.8 | |
| Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,190<br>4.1 | 4.0* | | 4.2* | | | | | | | | | | | 10,110<br>13.0 | |
| SHARE OF AUDIENCE % | 14 | 14 * | | 13 * | | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 4.0 | 3.9 | 4.1 | 4.3 | | | | | | | | | | | 12.8 | 13.3 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 32.9 | 34.1 | 35.1 | 35.7 | 34.9 | 36.1 | 37.4 | 39.1 | 40.8 | 42.9 | 44.8 | 47.5 | 51.2 | 53.6 | 54.4 | 56.0 |
| WK. 2 | 28.7 | 30.5 | 31.7 | 33.0 | 32.2 | 33.5 | 34.9 | 37.2 | 39.2 | 42.1 | 45.1 | 48.7 | 52.7 | 55.2 | 57.2 | 58.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. DEC.1-5, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.29, 1980

## WEEK 1

### ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 3,970<br>5.1 | | 5,450<br>7.0 | | 5,450<br>7.0 | | 6,380<br>8.2 | | 7,240<br>9.3 | | 6,770<br>8.7 | |
| Program | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,110<br>4.0 | | 4,510<br>5.8 | | 4,750<br>6.1 | | 5,290<br>6.8 | | 6,300<br>8.1 | | 5,680<br>7.3 | |
| SHARE OF AUDIENCE % | 24 | | 26 | | 32 | | 27 | | 29 | | 30 | |
| AVG. AUD. BY ¼ HR. % | 3.4 | 4.5 | 5.3 | 6.3 | 6.0 | 6.3 | 6.4 | 7.3 | 7.8 | 8.4 | 7.4 | 7.2 |

### CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 2,960<br>3.8 | | 4,510<br>5.8 | | 6,380<br>8.2 | | 8,400<br>10.8 | | 8,170<br>10.5 | | 7,470<br>9.6 | |
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,180<br>2.8 | | 3,500<br>4.5 | | 5,520<br>7.1 | | 6,920<br>8.9 | | 7,000<br>9.0 | | 5,840<br>7.5 | |
| SHARE OF AUDIENCE % | 23 | | 26 | | 34 | | 36 | | 33 | | 29 | |
| AVG. AUD. BY ¼ HR. % | 2.4 | 3.2 | 3.7 | 5.2 | 6.6 | 7.6 | 8.7 | 9.1 | 9.0 | 9.1 | 7.4 | 7.7 |

### NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 1,870<br>2.4 | | 2,800<br>3.6 | | 4,280<br>5.5 | | 4,430<br>5.7 | | 5,130<br>6.6 | | 5,450<br>7.0 | |
| Program | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,320<br>1.7 | | 2,330<br>3.0 | | 3,190<br>4.1 | | 3,810<br>4.9 | | 4,430<br>5.7 | | 4,430<br>5.7 | |
| SHARE OF AUDIENCE % | 15 | | 18 | | 21 | | 21 | | 22 | | 22 | |
| AVG. AUD. BY ¼ HR. % | 1.4 | 2.0 | 2.8 | 3.2 | 3.8 | 4.4 | 4.8 | 5.1 | 5.6 | 5.8 | 5.8 | 5.7 |

## WEEK 2

### ABC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 3,350<br>4.3 | | 4,200<br>5.4 | | 5,370<br>6.9 | | 6,540<br>8.4 | | 6,150<br>7.9 | | 6,150<br>7.9 | |
| Program | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,800<br>3.6 | | 3,420<br>4.4 | | 4,510<br>5.8 | | 5,680<br>7.3 | | 5,450<br>7.0 | | 5,130<br>6.6 | |
| SHARE OF AUDIENCE % | 20 | | 20 | | 28 | | 26 | | 25 | | 26 | |
| AVG. AUD. BY ¼ HR. % | 3.2 | 3.9 | 4.2 | 4.7 | 5.1 | 6.5 | 7.3 | 7.2 | 7.2 | 6.8 | 6.5 | 6.7 |

### CBS TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 2,960<br>3.8 | | 5,210<br>6.7 | | 6,770<br>8.7 | | 8,250<br>10.6 | | 8,320<br>10.7 | | 7,160<br>9.2 | |
| Program | MIGHTY MOUSE-HECKL-JECKL (OP) | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 (OP) | | ALL NEW POPEYE HOUR 1 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,330<br>3.0 | | 3,970<br>5.1 | | 5,840<br>7.5 | | 6,850<br>8.8 | | 7,160<br>9.2 | | 6,380<br>8.2 | |
| SHARE OF AUDIENCE % | 23 | | 28 | | 32 | | 34 | | 36 | | 32 | |
| AVG. AUD. BY ¼ HR. % | 2.8 | 3.1 | 4.2 | 6.0 | 7.0 | 8.0 | 8.9 | 8.7 | 8.9 | 9.4 | 8.2 | 8.2 |

### NBC TV

| TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000) & %) | 2,960<br>3.8 | | 4,200<br>5.4 | | 5,210<br>6.7 | | 5,370<br>6.9 | | 5,600<br>7.2 | | 5,370<br>6.9 | |
| Program | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 2,180<br>2.8 | | 3,270<br>4.2 | | 4,050<br>5.2 | | 4,510<br>5.8 | | 4,750<br>6.1 | | 4,360<br>5.6 | |
| SHARE OF AUDIENCE % | 24 | | 26 | | 24 | | 23 | | 24 | | 22 | |
| AVG. AUD. BY ¼ HR. % | 2.3 | 3.2 | 4.0 | 4.4 | 4.9 | 5.4 | 5.5 | 6.1 | 6.2 | 6.0 | 5.9 | 5.3 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 4.7 | 6.0 | 7.2 | 8.3 | 10.7 | 13.7 | 16.1 | 18.8 | 20.2 | 22.1 | 23.7 | 25.3 | 26.6 | 27.3 | 26.0 | 26.2 |
| WK. 2 | 4.2 | 5.9 | 7.5 | 10.0 | 11.9 | 14.7 | 16.6 | 19.6 | 22.0 | 24.2 | 25.6 | 25.6 | 25.5 | 25.9 | 26.0 | 25.9 |

U.S. TV Households 77,800,000

For explanation of symbols, See page A



DAY SAT. DEC.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.29, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,760<br>7.4 | | 4,820<br>6.2 | | 5,840<br>7.5 | 17,820<br>22.9 | | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | (1) (→OP) | ← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES ∿ (12:21-3:52PM)(OP) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,900<br>6.3 | | 4,120<br>5.3 | | 5,210<br>6.7 | 8,320<br>10.7 | | 9.3* | | 10.5* | | 11.8* | | 11.7* | | 11.6* |
| SHARE OF AUDIENCE % | 26 | | 22 | | 24 | 34 | | 31 * | | 34 * | | 38 * | | 38 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | 6.4 | 6.2 | 5.1 | 5.6 | 6.7 | 7.5 | 8.7 | 9.8 | 10.4 | 10.6 | 11.8 | 11.7 | 11.5 | 11.9 | 11.7 | 11.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 7,390<br>9.5 | | 5,990<br>7.7 | | 7,080<br>9.1 | | 6,920<br>8.9 | | 7,310<br>9.4 | | 4,430<br>5.7 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,840<br>7.5 | | 4,900<br>6.3 | | 5,910<br>7.6 | | 5,910<br>7.6 | | 6,070<br>7.8 | | 3,660<br>4.7 | | | | | |
| SHARE OF AUDIENCE % | 28 | | 24 | | 26 | | 26 | | 26 | | 15 | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.8 | 7.2 | 6.2 | 6.5 | 7.4 | 7.8 | 7.2 | 8.0 | 7.8 | 7.8 | 4.9 | 4.5 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 5,760<br>7.4 | | 5,290<br>6.8 | | 5,130<br>6.6 | | 3,350<br>4.3 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,980<br>6.4 | | 4,590<br>5.9 | | 4,360<br>5.6 | | 2,650<br>3.4 | | | | | | | | | |
| SHARE OF AUDIENCE % | 24 | | 22 | | 20 | | 11 | | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,760<br>7.4 | | 5,520<br>7.1 | | 4,980<br>6.4 | 16,960<br>21.8 | | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | (2) (→OP) | ← NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES ∿ (12:20-3:28PM)(OP) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,590<br>5.9 | | 4,360<br>5.6 | | 4,360<br>5.6 | 8,320<br>10.7 | | 8.7* | | 10.2* | | 10.1* | | 11.7* | | 12.9* |
| SHARE OF AUDIENCE % | 24 | | 25 | | 21 | 36 | | 31 * | | 35 * | | 35 * | | 39 * | | 41 * |
| AVG. AUD. BY ¼ HR. % | 5.8 | 6.0 | 5.6 | 5.7 | 5.7 | 6.4 | 8.3 | 9.2 | 10.1 | 10.2 | 9.9 | 10.2 | 11.3 | 12.1 | 12.8 | 13.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 7,620<br>9.8 | | 5,910<br>7.6 | | 7,860<br>10.1 | | 6,460<br>8.3 | | 7,390<br>9.5 | | 4,980<br>6.4 | | | | | |
| Program | ALL NEW POPEYE HOUR 2 (OP) | | DRAK PACK (OP) | | NEW FAT ALBERT SHOW (OP) | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,220<br>8.0 | | 4,750<br>6.1 | | 6,540<br>8.4 | | 5,600<br>7.2 | | 6,150<br>7.9 | | 3,970<br>5.1 | | | | | |
| SHARE OF AUDIENCE % | 31 | | 24 | | 32 | | 26 | | 27 | | 18 | | | | | |
| AVG. AUD. BY ¼ HR. % | 8.5 | 7.5 | 6.2 | 6.1 | 8.5 | 8.2 | 6.8 | 7.6 | 7.7 | 8.2 | 5.4 | 4.8 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,670<br>6.0 | | 4,900<br>6.3 | | 4,820<br>6.2 | | 4,200<br>5.4 | | | | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,970<br>5.1 | | 4,280<br>5.5 | | 4,050<br>5.2 | | 3,420<br>4.4 | | | | | | | | | |
| SHARE OF AUDIENCE % | 20 | | 22 | | 19 | | 16 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.9 | 5.2 | 5.4 | 5.7 | 5.1 | 5.3 | 4.6 | 4.3 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 26.8 | 26.2 | 26.3 | 27.3 | 28.0 | 29.3 | 29.0 | 30.4 | 29.9 | 30.6 | 31.3 | 32.2 | 31.5 | 31.7 | 32.7 | 32.8 |
| WK. 2 | 25.6 | 25.2 | 25.5 | 25.7 | 26.5 | 26.6 | 26.8 | 28.4 | 29.4 | 29.3 | 28.0 | 29.1 | 29.0 | 30.3 | 31.4 | 33.0 |

U.S. TV Households: 77,800,000

(1)NCAA FOOTBALL PRE GAME,ABC,(12:00-12:21PM)

(2)NCAA FOOTBALL PRE GAME,ABC,(12:00-12:22PM)

For explanation of symbols, See page A.

DAY SAT. DEC.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV.29, 1980

## WEEK 1

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | NCAA FOOTBALL GAME (1) VARIOUS TEAMS AND TIMES ~ (12:21-3:52PM)(+OP) | | (OP) (+OP) | | NCAA FOOTBALL GAME 2 ARMY VS NAVY (3:52-6:45PM) (OP)(SUS-OP) → | | | | | | | | | | | NCAA FOOTBALL POST 2 |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,290 6.8 | 21,010 27.0 | | | | | | | | | | | | 7,940 10.2 |
| AVERAGE AUDIENCE (Households (000) & %) | | 10.6* | 5,060 6.5 | 9,490 12.2 | | 11.2* | | 12.8* | | 13.0* | | 12.6* | | 12.3* | | 8,010 10.3 |
| SHARE OF AUDIENCE % | | 33 * | 20 | 29 | | 32 * | | 32 * | | 31 * | | 28 * | | 25 * | | 19 |
| AVG. AUD. BY ¼ HR. % | 10.9 | 10.2 | 6.5 | 10.5 | 11.2 | 11.3 | 12.5 | 13.1 | 13.2 | 12.7 | 12.8 | 12.4 | 12.3 | 12.2 | 11.4 | 10.3 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | | | CBS SPORTS SPECTACULAR → | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | 13,070 16.8 | | | | | | | | 12,530 16.1 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 5,910 7.6 | 6.2* | | 7.7* | | 9.0* | | | 10,970 14.1 | |
| SHARE OF AUDIENCE % | | | | | | | 18 | 15 * | | 18 * | | 20 * | | | 25 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 6.3 | 6.1 | 7.2 | 8.2 | 8.8 | 9.3 | | | 13.8 | 14.3 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | SPORTSWORLD-SAT → | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 9,730 12.5 | | | | | | | | | | 10,270 13.2 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 5,060 6.5 | 4.9* | | 6.9* | | 7.7* | | | | | 8,710 11.2 | |
| SHARE OF AUDIENCE % | | | | | 17 | 14 * | | 17 * | | 18 * | | | | | 20 | |
| AVG. AUD. BY ¼ HR. % | | | | | 4.3 | 5.4 | 6.6 | 7.2 | 7.9 | 7.6 | | | | | 10.8 | 11.7 |

## WEEK 2

### ABC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | (2) (+OP) | | (3) (OP) (+OP) | | NCAA FOOTBALL GAME 2 NOTRE DAME VS USC (3:42-6:43PM) (OP)(+OP) → | | | | | | | | | | | (4) (OP) |
| TOTAL AUDIENCE (Households (000) & %) | | 10,350 13.3 | 23,650 30.4 | | | | | | | | | | | | 9,260 11.9 | |
| AVERAGE AUDIENCE (Households (000) & %) | | 9,260 11.9 | 12,370 15.9 | | | 16.1* | | 16.4* | | 14.3* | | 16.4* | | 17.8* | 8,560 11.0 | |
| SHARE OF AUDIENCE % | | 37 | 39 | | | 44 * | | 43 * | | 36 * | | 38 * | | 37 * | 21 | |
| AVG. AUD. BY ¼ HR. % | 12.8 | 11.6 | 13.1 | 14.3 | 16.1 | 16.2 | 16.4 | 16.3 | 14.4 | 14.3 | 15.3 | 17.6 | 17.8 | 17.8 | 11.7 | 10.9 |

### CBS TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | | | CBS SPORTS SPECTACULAR → | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | 9,340 12.0 | | | | | | | | 11,590 14.9 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 5,130 6.6 | 5.5* | | 7.1* | | 7.0* | | | 9,730 12.5 | |
| SHARE OF AUDIENCE % | | | | | | | 16 | 14 * | | 17 * | | 16 * | | | 23 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 5.5 | 5.6 | 7.1 | 7.1 | 7.6 | 6.5 | | | 11.7 | 13.2 |

### NBC TV

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | SPORTSWORLD-SAT → | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 7,080 9.1 | | | | | | | | | | 8,400 10.8 | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,420 4.4 | 4.0* | | 4.5* | | 4.6* | | | | | 7,470 9.6 | |
| SHARE OF AUDIENCE % | | | | | 12 | 11 * | | 12 * | | 12 * | | | | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | | | 4.0 | 4.1 | 4.5 | 4.4 | 4.5 | 4.7 | | | | | 9.4 | 9.8 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 33.1 | 33.5 | 33.7 | 35.6 | 35.6 | 37.3 | 40.1 | 41.8 | 43.4 | 45.1 | 46.0 | 48.6 | 51.3 | 53.1 | 55.4 | 56.5 |
| WK. 2 | 33.8 | 34.3 | 35.0 | 36.0 | 37.8 | 38.6 | 40.1 | 40.9 | 41.3 | 43.2 | 44.8 | 47.5 | 50.4 | 53.4 | 54.9 | 55.5 |

U.S. TV Households: 77,800,000

(1)NCAA FOOTBALL POST(B),ABC,(3:37-3:52PM)
(2)NCAA FOOTBALL GAME,ABC,(12:20-3:28PM)
(3)NCAA FOOTBALL POST GAME,ABC,(3:19-3:42PM)
(4)NCAA FOOTBALL POST 2,ABC,(6:43-7:00PM)

For explanation of symbols, See page A.



DAY SAT. DEC.6, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.30, 1980

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 3,500 4.5 | |
| ABC TV program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:03AM) | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,650 3.4 | |
| ABC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 14 | |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 2.8 | 3.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 620 .8 | | 860 1.1 | | 5,760 7.4 | | | | | | | |
| CBS TV program | | | | | THREE ROBONIC STOOGES (OP) | | JASON OF STAR COMMAND (OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 540 .7 | | 700 .9 | | 3,420 4.4 | 3.7* | | 4.8* | | 4.8* | | |
| CBS TV SHARE OF AUDIENCE % | | | | | 9 | | 8 | | 22 | 22 * | | 24 * | | 22 * | | |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | .5 | .9 | .8 | .9 | 3.2 | 4.2 | 4.7 | 4.9 | 4.8 | 4.8 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | [illegible] 4.9 | |
| ABC TV program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:06AM) | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,720 3.5 | 3.4* |
| ABC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 15 | 14 * |
| ABC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 3.2 | 3.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 780 1.0 | | 1,090 1.4 | | 5,990 7.7 | | | | | | | |
| CBS TV program | | | | | THREE ROBONIC STOOGES (OP) | | JASON OF STAR COMMAND (OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %) | | | | | 620 .8 | | 930 1.2 | | 3,500 4.5 | 4.2* | | 4.5* | | 4.7* | | |
| CBS TV SHARE OF AUDIENCE % | | | | | 9 | | 9 | | 23 | 24 * | | 23 * | | 22 * | | |
| CBS TV AVG. AUD. BY ¼ HR. % | | | | | .6 | 1.0 | 1.0 | 1.4 | 4.2 | 4.3 | 4.5 | 4.6 | 4.7 | 4.6 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| NBC TV SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| NBC TV AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 3.5 | 4.2 | 5.3 | 5.9 | 7.8 | 10.5 | 12.3 | 14.4 | 16.8 | 19.0 | 20.1 | 20.9 | 22.7 | 23.8 | 23.8 | 25.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 2 | 3.6 | 5.1 | 6.0 | 6.8 | 9.1 | 11.6 | 14.0 | 16.0 | 17.6 | 18.7 | 19.5 | 20.5 | 22.3 | 22.8 | 23.1 | 24.3 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. DEC.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.30, 1980

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 3,730<br>4.8 | | 3,350<br>4.3 | | 3,730<br>4.8 | | 3,190<br>4.1 | | | | | | | | | |
| Program | KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | COLLEGE FOOTBALL '80 | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,190<br>4.1 | | 2,330<br>3.0 | | 2,960<br>3.8 | | 2,650<br>3.4 | | | | | | | | | |
| SHARE OF AUDIENCE % | 15 | | 11 | | 13 | | 10 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.3 | 3.9 | 2.8 | 3.2 | 3.9 | 3.8 | 3.2 | 3.6 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,350<br>4.3 | | | | 6,610<br>8.5 | | 22,020<br>28.3 | | | | | | | |
| Program | | | FACE THE NATION | | | | CBS NFL FOOTBALL PRE GAME | | ← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:13PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,720<br>3.5 | | | | 5,210<br>6.7 | | 11,670<br>15.0 | 13.0* | | 15.8* | | 15.8* | | 14.9* |
| SHARE OF AUDIENCE % | | | 12 | | | | 23 | | 36 | 37 * | | 39 * | | 38 * | | 35 * |
| AVG. AUD. BY ¼ HR. % | | | 3.6 | 3.5 | | | 6.0 | 7.4 | 11.8 | 14.2 | 15.1 | 16.4 | 16.3 | 15.3 | 14.6 | 15.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,960<br>3.8 | | 4,820<br>6.2 | | 20,150<br>25.9 | | | | | | | |
| Program | | | RELIGIOUS SERIES (SUS) | | MEET THE PRESS | | NFL '80-NBC | | ← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-5:06PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,330<br>3.0 | | 3,730<br>4.8 | | 10,890<br>14.0 | 10.4* | | 13.7* | | 13.6* | | 14.0* |
| SHARE OF AUDIENCE % | | | | | 11 | | 16 | | 34 | 29 * | | 34 * | | 32 * | | 33 * |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 3,810<br>4.9 | | 2,650<br>3.4 | | 2,720<br>3.5 | | 3,110<br>4.0 | | | | | | | | | |
| Program | KIDS ARE PEOPLE TOO II (11:06-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | COLLEGE FOOTBALL '80 | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,270<br>4.2 | | 2,260<br>2.9 | | 2,260<br>2.9 | | 2,330<br>3.0 | | | | | | | | | |
| SHARE OF AUDIENCE % | 17 | | 12 | | 11 | | 9 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.0 | 4.3 | 2.8 | 3.0 | 2.9 | 2.8 | 3.4 | 2.6 | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,970<br>5.1 | | | | 8,480<br>10.9 | | 29,410<br>37.8 | | | | | | | |
| Program | | | FACE THE NATION | | | | CBS NFL FOOTBALL PRE GAME | | ← CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:37PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,270<br>4.2 | | | | 6,220<br>8.0 | | 16,340<br>21.0 | 16.3* | | 19.5* | | 21.3* | | 20.7* |
| SHARE OF AUDIENCE % | | | 16 | | | | 28 | | 51 | 48 * | | 52 * | | 54 * | | 50 * |
| AVG. AUD. BY ¼ HR. % | | | 4.0 | 4.3 | | | 6.8 | 9.3 | 15.0 | 17.6 | 19.0 | 20.1 | 21.4 | 21.2 | 19.8 | 21.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,580<br>4.6 | | 5,290<br>6.8 | | 20,380<br>26.2 | | | | | | | |
| Program | | | | | MEET THE PRESS | | NFL '80-NBC | | ← NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,880<br>3.7 | | 3,890<br>5.0 | | 9,490<br>12.2 | 10.5* | | 12.2* | | 12.1* | | 12.3* |
| SHARE OF AUDIENCE % | | | | | 15 | | 17 | | 30 | 31 * | | 33 * | | 31 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 3.4 | 4.0 | 4.4 | 5.7 | 9.6 | 11.3 | 12.2 | 12.2 | 11.9 | 12.3 | 12.6 | 12.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 26.3 | 27.1 | 27.5 | 28.3 | 29.2 | 30.7 | 31.4 | 32.6 | 35.6 | 38.4 | 41.0 | 41.9 | 42.4 | 42.7 | 42.1 | 43.3 |
| WK. 2 | 23.8 | 24.3 | 24.7 | 25.3 | 26.0 | 27.7 | 30.5 | 32.3 | 34.6 | 36.6 | 37.4 | 38.7 | 40.3 | 41.4 | 41.1 | 42.6 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. DEC.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV.30, 1980

## WEEK 1

| Network / Measure | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 8,090 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | | | | | 10.4 | |
| Program | | | | | | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 6,920 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | | | | | 8.9 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 15 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 8.5 | 9.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | 6,150 | 3,730 | | | | 7,940 | | | | | | 9,490 | |
| TOTAL AUDIENCE (%) | | | | 7.9 | 4.8 | | | | 10.2 | | | | | | 12.2 | |
| Program | CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:13PM)(→OP) | | | (1) (OP) | AFTERNOON PLAYHOUSE J.T. | | | | FESTIVAL OF LIVELY ARTS JULIE ANDREWS' INVITATION TO THE DANCE WITH RUDOLF NUREYEV | | | | | | CBS EVENING NEWS-DEAN | |
| AVERAGE AUDIENCE (Households (000)) | | | | 5,600 | 2,490 | | | | 4,430 | | | | | | 8,090 | |
| AVERAGE AUDIENCE (%) | | 15.3* | | 7.2 | 3.2 | 3.0* | | 3.5* | 5.7 | 5.4* | | 5.9* | | | 10.4 | |
| SHARE OF AUDIENCE % | | 35 * | | 16 | 7 | 6 * | | 7 * | 11 | 11 * | | 11 * | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 15.5 | 15.0 | 15.7 | 7.2 | 2.6 | 3.3 | 3.4 | 3.5 | 5.5 | 5.3 | 5.5 | 6.4 | | | 10.1 | 10.8 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | | 30,810 | | | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 39.6 | | | | | | | | | | | |
| Program | NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-5:06PM)(→OP) | | | | NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES ~ (4:00-7:20PM)(OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 17,270 | | | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | 16.0* | | 16.4* | 22.2 | 19.3* | | 20.2* | | 23.4* | | 23.2* | | 23.0* | | 24.0* |
| SHARE OF AUDIENCE % | | 37 * | | 37 * | 43 | 43 * | | 43 * | | 48 * | | 45 * | | 41 * | | 40 * |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | 23.4 | 22.7 | 23.9 | 24.1 |

## WEEK 2

| Network / Measure | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 8,710 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | | | | | 11.2 | |
| Program | | | | | | | | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | | | | | 7,390 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | | | | | 9.5 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 16 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 9.1 | 10.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000)) | | | | | | | | | 28,710 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | | | | 36.9 | | | | | | | |
| Program | CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:37PM) | | | | | | | | CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES ~ (4:00-7:37PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | 16,180 | | | | | | | |
| AVERAGE AUDIENCE (%) | | 22.8* | | 24.4* | | | | | 20.8 | | | 19.1* | | 20.0* | | 22.3* |
| SHARE OF AUDIENCE % | | 51 * | | 52 * | | | | | 38 | | | 38 * | | 36 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | 22.7 | 22.8 | 24.0 | 24.9 | 24.2 | | | | 18.4 | 19.1 | 19.1 | 19.0 | 19.9 | 20.1 | 21.4 | 23.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000)) | | | | 6,690 | | | | | | | | | | | 7,700 | |
| TOTAL AUDIENCE (%) | | | | 8.6 | | | | | | | | | | | 9.9 | |
| Program | NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:00PM)(→OP) | | | | (2) (OP) | | | | RELIGIOUS SERIES (SUS) | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000)) | | | | 5,910 | | | | | | | | | | | 6,380 | |
| AVERAGE AUDIENCE (%) | | 13.1* | | 7.6 | | | | | | | | | | | 8.2 | |
| SHARE OF AUDIENCE % | | 29 * | | 16 | | | | | | | | | | | 14 | |
| AVG. AUD. BY ¼ HR. % | 13.0 | 13.2 | 13.3 | 8.1 | 6.9 | | | | | | | | | | 8.1 | 8.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 44.4 | 44.7 | 45.2 | 46.1 | 46.3 | 46.6 | 48.1 | 48.8 | 50.0 | 52.5 | 53.2 | 54.9 | 57.4 | 59.7 | 61.4 | 62.5 |
| WK. 2 | 44.5 | 46.1 | 47.5 | 47.4 | 47.1 | 47.2 | 48.2 | 48.6 | 49.8 | 50.1 | 51.0 | 53.3 | 56.2 | 59.1 | 60.9 | 62.0 |

U.S. TV Households: 77,800,000

(1)CBS NFL FOOTBALL POST,CBS,(3:48-4:00PM)

(2)NFL FOOTBALL POST-NBC,NBC,(3:51-4:06PM)

For explanation of symbols, See page A.



DAY SUN. DEC.7, 1980

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC NFL MONDAY NIGHT FOOTBALL | 1 | 9.00-12.03AM | →GRID | 27,390 | 35.2 | 13,620 | 17.5 | 29 | | | | | | | | | |
| | 2 | 9.00-11.51PM | →GRID | | | | | | | | 30,190 | 38.8 | 16,490 | 21.2 | 33 | | |
| | | | 11.00 | | | | | | 16.1 | | | | | | | 21.9 | |
| | | | 11.15 | | | | 15.0* | 27* | 13.9 | | | | | 20.8* | 36* | 19.7 | |
| | | | 11.30 | | | | | | 11.9 | | | | | | | 18.8 | |
| | | | 11.45 | | | | 10.9* | 26* | 9.8 | | | | | 18.5* | 40* | 17.9 | |
| | | | 12.00 | | | | | | 9.8 | | | | | | | | |
| | 1 | 12.03-12.08AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 11.51-11.57PM | (SUS) | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NFL FOOTBALL SPECIAL(S) | 2 | 9.00-12.04AM | →GRID | | | | | | | | 31,900 | 41.0 | 19,610 | 25.2 | 41 | | |
| | | | 11.00 | | | | | | | | | | | | | 24.9 | |
| | | | 11.15 | | | | | | | | | | | 25.1* | 44* | 25.3 | |
| | | | 11.30 | | | | | | | | | | | | | 26.0 | |
| | | | 11.45 | | | | | | | | | | | 25.1* | 52* | 24.2 | |
| | | | 12.00 | | | | | | | | | | | | | 17.1 | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 17,970 | 23.1 | 17,970 | 23.1 | 39 | 23.1 | | 17,890 | 23.0 | 17,890 | 23.0 | 40 | 23.0 | |
| CBS NEWSBREAK-SAT. | 1 | 8.57- 8.59PM | 8.45 | 11,130 | 14.3 | 10,580 | 13.6 | 22 | 13.6 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 10,110 | 13.0 | 10,110 | 13.0 | 22 | 13.0 | |
| NBC NBC NEWS UPDATE-SAT. | | 8.58- 8.59PM | 8.45 | 11,830 | 15.2 | 11,830 | 15.2 | 25 | 15.2 | | 10,660 | 13.7 | 10,660 | 13.7 | 23 | 13.7 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 7.58- 7.59PM | 7.45 | 12,840 | 16.5 | 12,840 | 16.5 | 25 | 16.5 | | | | | | | | |
| | 2 | 8.58- 8.59PM | 8.45 | | | | | | | | 12,910 | 16.6 | 12,910 | 16.6 | 24 | 16.6 | |
| CBS NEWSBREAK-SUN. | 1 | 8.58- 8.59PM | 8.45 | 16,030 | 20.6 | 16,030 | 20.6 | 29 | 20.6 | | | | | | | | |
| | 2 | 9.14- 9.15PM | 9.00 | | | | | | | | 15,250 | 19.6 | 15,250 | 19.6 | 28 | 19.6 | |
| NBC NFL FOOTBALL GAME 2-NBC | 1 | 4.02- 7.05PM | →GRID | 30,810 | 39.6 | 17,270 | 22.2 | 43 | | | | | | | | | |
| | | | 7.00 | | | | | | 22.0 | | | | | | | | |
| NBC BIG EVENT | 1 | 7.05-10.05PM | →GRID | 24,270 | 31.2 | 13,070 | 16.8 | 25 | | | | | | | | | |
| | | | 10.00 | | | | | | 17.0 | | | | | | | | |
| NBC NBC NEWS UPDATE-SUN. | 1 | 8.54- 8.55PM | 8.45 | 13,770 | 17.7 | 13,770 | 17.7 | 25 | 17.7 | | | | | | | | |
| | 2 | 9.09- 9.10PM | 9.00 | | | | | | | | 13,460 | 17.3 | 13,460 | 17.3 | 25 | 17.3 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | > | 8.45 | 12,990 | 16.7 | 12,990 | 16.7 | 26 | 16.3 | M-F | 14,550 | 18.7 | 14,550 | 18.7 | 29 | 19.1 | M-F |
| | | | 9.45 | | | | | | 16.9 | TU-TH | | | | | | 18.4 | TUWF |
| ABC ABC NEWS:NIGHTLINE T-TH | | > | 11.30 | 8,250 | 10.6 | 7,470 | 9.6 | 25 | 9.9 | TU-TH | 7,080 | 9.1 | 6,380 | 8.2 | 27 | 9.3 | TU-TH |
| | | | 11.45 | | | | | | 8.8 | TU-TH | | | | | | 7.8 | TU & W |
| | | | 12.30 | | | | | | | | | | | | | 7.3 | THU. |
| | | | 12.45 | | | | | | | | | | | | | 6.2 | THU. |
| ABC FRIDAYS | | 11.30-12.40AM | 11.30 | 10,350 | 13.3 | 6,300 | 8.1 | 23 | 9.1 | FRI. | 10,110 | 13.0 | 5,910 | 7.6 | 22 | 8.3 | FRI. |
| | | | 11.45 | | | | 8.8* | 22* | 8.6 | FRI. | | | | 8.0* | 21* | 7.7 | FRI. |
| | | | 12.00 | | | | | | 8.2 | FRI. | | | | | | 8.1 | FRI. |
| | | | 12.15 | | | | 7.8* | 24* | 7.4 | FRI. | | | | 7.6* | 23* | 7.1 | FRI. |
| | | | 12.30 | | | | | | 6.9 | FRI. | | | | | | 6.4 | FRI. |

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC CHARLIE'S ANGELS-11.30 | 1 | 11.50-12.58AM | 11.45 | 5,370 | 6.9 | 3,500 | 4.5 | 17 | 4.6 | THU. | | | | | | | |
| | | | 12.00 | | | | | | 4.6 | THU. | | | | | | | |
| | | | 12.15 | | | | 4.6* | 16* | 4.5 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 4.4 | THU. | | | | | | | |
| | | | 12.45 | | | | 4.3* | 19* | 4.2 | THU. | | | | | | | |
| ABC LOVE BOAT-11.30 | | 11.50-12.58AM | 11.45 | 8,790 | 11.3 | 6,150 | 7.9 | 24 | 7.0 | WED. | 5,990 | 7.7 | 3,970 | 5.1 | 22 | 4.8 | WED. |
| | | | 12.00 | | | | | | 7.8 | WED. | | | | | | 5.3 | WED. |
| | | | 12.15 | | | | 7.8* | 23* | 7.7 | WED. | | | | 5.4* | 21* | 5.5 | WED. |
| | | | 12.30 | | | | | | 8.5 | WED. | | | | | | 5.3 | WED. |
| | | | 12.45 | | | | 8.3* | 30* | 8.1 | WED. | | | | 5.0* | 25* | 4.6 | WED. |
| ABC TUESDAY MOVIE-WEEK-PART 1 | 1 | 11.51- 1.02AM | 11.45 | 6,540 | 8.4 | 3,890 | 5.0 | 22 | 6.3 | TUE. | | | | | | | |
| | 2 | 11.50- 1.01AM | 11.45 | | | | | | | | 4,900 | 6.3 | 3,270 | 4.2 | 18 | 5.2 | TUE. |
| | | | 12.00 | | | | | | 5.9 | TUE. | | | | | | 4.5 | TUE. |
| | | | 12.15 | | | | 5.6* | 22* | 5.3 | TUE. | | | | 4.4* | 18* | 4.4 | TUE. |
| | | | 12.30 | | | | | | 4.5 | TUE. | | | | | | 4.0 | TUE. |
| | | | 12.45 | | | | 4.2* | 23* | 3.9 | TUE. | | | | 3.8* | 19* | 3.6 | TUE. |
| | | | 1.00 | | | | | | 3.4 | TUE. | | | | | | 3.2 | TUE. |
| ABC ABC NEWS:NIGHTLINE MON | 2 | 12.28-12.48AM | 12.15 | | | | | | | | 4,900 | 6.3 | 4,510 | 5.8 | 25 | 6.9 | MON. |
| | 1 | 12.39-12.59AM | 12.30 | 3,890 | 5.0 | 3,580 | 4.6 | 23 | 5.1 | MON. | | | | | | 5.8 | MON. |
| | | | 12.45 | | | | | | 4.4 | MON. | | | | | | 5.5 | MON. |
| ABC POLICE WOMAN-THU. | 1 | 12.58- 1.46AM | 12.45 | 2,960 | 3.8 | 2,260 | 2.9 | 17 | 3.1 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 3.2 | THU. | | | | | | | |
| | | | 1.15 | | | | 3.0* | 17* | 2.8 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 2.7 | THU. | | | | | | | |
| | | | 1.45 | | | | | | 2.6 | THU. | | | | | | | |
| | 1 | 1.46- 2.07AM | (SUS) | | | | | | | | | | | | | | |
| ABC POLICE WOMAN-WED. | 1 | 12.58- 1.43AM | 12.45 | 4,980 | 6.4 | 4,200 | 5.4 | 26 | 5.8 | WED. | | | | | | | |
| | 2 | 12.58- 1.39AM | 12.45 | | | | | | | | 2,880 | 3.7 | 2,410 | 3.1 | 21 | 3.5 | WED. |
| | | | 1.00 | | | | | | 5.8 | WED. | | | | | | 3.2 | WED. |
| | | | 1.15 | | | | 5.6* | 25* | 5.3 | WED. | | | | 3.1* | 21* | 3.1 | WED. |
| | | | 1.30 | | | | | | 4.8 | WED. | | | | | | 3.0 | WED. |
| | 1 | 1.43- 2.06AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.39- 2.06AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 2 | 1 | 1.02- 1.18AM | 1.00 | 2,570 | 3.3 | 2,330 | 3.0 | 21 | 3.1 | TUE. | | | | | | | |
| | 2 | 1.01- 1.22AM | 1.00 | | | | | | | | 2,720 | 3.5 | 2,570 | 3.3 | 21 | 3.4 | TUE. |
| | | | 1.15 | | | | | | 2.9 | TUE. | | | | | | 3.1 | TUE. |
| | 1 | 1.18- 2.03AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.22- 2.03AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | 1 | > | 8.15 | 12,530 | 16.1 | 12,530 | 16.1 | 25 | 15.7 | M-F | | | | | | | |
| | 2 | > | 8.45 | | | | | | 16.3 | M-TH | 12,140 | 15.6 | 12,060 | 15.5 | 23 | 15.2 | MWTHF |
| CBS LATE MOVIE I | | > | 11.30 | 8,170 | 10.5 | 5,520 | 7.1 | 22 | 8.0 | M-F | 7,620 | 9.8 | 5,290 | 6.8 | 22 | 7.2 | M-F |
| | | | 11.45 | | | | 7.8* | 21* | 7.6 | M-F | | | | 7.0* | 19* | 6.9 | M-F |
| | | | 12.00 | | | | | | 7.2 | M-F | | | | | | 6.9 | M-F |
| | | | 12.15 | | | | 6.9* | 23* | 6.6 | M-F | | | | 6.7* | 24* | 6.5 | M-F |
| | | | 12.30 | | | | | | 5.9 | M-F | | | | | | 6.2 | M-F |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,360 | 5.6 | 3,660 | 4.7 | 24 | 3.9 | M-F | 4,590 | 5.9 | 3,890 | 5.0 | 28 | 4.8 | M-F |
| CONT'D | | | 12.45 | | | | | | 4.9 | M-F | | | | | | 5.3 | M-F |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE II-CONT'D | | | 1.00 | | | | | | 4.5 | M-F | | | | | | 5.0 | M-F |
| | | | 1.15 | | | | 4.9* | 26* | 4.3 | M-F | | | | 4.9* | 29* | 4.6 | M-F |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | > | 8.45 | 12,840 | 16.5 | 12,840 | 16.5 | 26 | 18.1 | M-F | 12,370 | 15.9 | 12,370 | 15.9 | 24 | 16.5 | M-F |
| | | | 9.00 | | | | | | 15.5 | TUTHF | | | | | | 13.4 | TUE. |
| NBC TONIGHT SHOW | | 11.30-12.30AM | 11.30 | 11,050 | 14.2 | 7,310 | 9.4 | 28 | 11.1 | M-F | 8,790 | 11.3 | 5,370 | 6.9 | 21 | 8.3 | M-F |
| | | | 11.45 | | | | 10.6* | 28* | 10.1 | M-F | | | | 7.7* | 21* | 7.2 | M-F |
| | | | 12.00 | | | | | | 9.0 | M-F | | | | | | 6.6 | M-F |
| | | | 12.15 | | | | 8.3* | 28* | 7.6 | M-F | | | | 6.1* | 22* | 5.6 | M-F |
| NBC MIDNIGHT SPECIAL | | 12.30- 2.00AM | 12.30 | 5,990 | 7.7 | 2,720 | 3.5 | 17 | 4.4 | FRI. | 4,900 | 6.3 | 2,410 | 3.1 | 14 | 4.1 | FRI. |
| | | | 12.45 | | | | 4.2* | 17* | 4.0 | FRI. | | | | 3.9* | 15* | 3.8 | FRI. |
| | | | 1.00 | | | | | | 3.6 | FRI. | | | | | | 3.2 | FRI. |
| | | | 1.15 | | | | 3.4* | 17* | 3.2 | FRI. | | | | 3.0* | 14* | 2.9 | FRI. |
| | | | 1.30 | | | | | | 2.8 | FRI. | | | | | | 2.6 | FRI. |
| | | | 1.45 | | | | 2.8* | 17* | 2.8 | FRI. | | | | 2.5* | 15* | 2.4 | FRI. |
| NBC TOMORROW SHOW-1 | | 12.30- 1.00AM | 12.30 | 4,200 | 5.4 | 3,420 | 4.4 | 20 | 5.0 | M-TH | 3,420 | 4.4 | 2,960 | 3.8 | 19 | 4.1 | M-TH |
| | | | 12.45 | | | | | | 3.9 | M-TH | | | | | | 3.4 | M-TH |
| NBC TOMORROW SHOW-2 | | > | 1.00 | 2,960 | 3.8 | 2,100 | 2.7 | 18 | 3.3 | M-TH | 2,880 | 3.7 | 2,020 | 2.6 | 19 | 3.1 | M-TH |
| | | | 1.15 | | | | 3.0* | 18* | 2.8 | M-TH | | | | 2.9* | 19* | 2.7 | M-TH |
| | | | 1.30 | | | | | | 2.4 | M-TH | | | | | | 2.4 | M-TH |
| | | | 1.45 | | | | 2.3* | 18* | 2.2 | M-TH | | | | 2.2* | 19* | 2.1 | M-TH |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC NCAA FOOTBALL SPECIAL(S) | 1 | 1.00- 4.10PM | 1.00 | 18,050 | 23.2 | 7,940 | 10.2 | 30 | 8.2 | FRI. | | | | | | | |
| | | | 1.15 | | | | 8.6* | 26* | 9.0 | FRI. | | | | | | | |
| | | | 1.30 | | | | | | 9.3 | FRI. | | | | | | | |
| | | | 1.45 | | | | 9.5* | 29* | 9.7 | FRI. | | | | | | | |
| | | | 2.00 | | | | | | 10.2 | FRI. | | | | | | | |
| | | | 2.15 | | | | 10.1* | 30* | 10.0 | FRI. | | | | | | | |
| | | | 2.30 | | | | | | 9.8 | FRI. | | | | | | | |
| | | | 2.45 | | | | 9.8* | 29* | 9.8 | FRI. | | | | | | | |
| | | | 3.00 | | | | | | 10.6 | FRI. | | | | | | | |
| | | | 3.15 | | | | 10.8* | 32* | 11.0 | FRI. | | | | | | | |
| | | | 3.30 | | | | | | 11.7 | FRI. | | | | | | | |
| | | | 3.45 | | | | 11.7* | 32* | 11.8 | FRI. | | | | | | | |
| | | | 4.00 | | | | | | 11.9 | FRI. | | | | | | | |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 6,610 | 8.5 | 6,380 | 8.2 | 26 | 8.2 | M-TH | 6,540 | 8.4 | 6,300 | 8.1 | 31 | 8.1 | M-F |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC AFTERSCHOOL SPECIAL(S) | 2 | 4.00- 5.30PM | 4.00 | | | | | | | | 11,750 | 15.1 | 6,920 | 8.9 | 26 | 7.9 | WED. |
| | | | 4.15 | | | | | | | | | | | 7.9* | 27* | 7.9 | WED. |
| | | | 4.30 | | | | | | | | | | | | | 9.0 | WED. |
| | | | 4.45 | | | | | | | | | | | 9.0* | 27* | 9.0 | WED. |
| | | | 5.00 | | | | | | | | | | | | | 9.9 | WED. |
| | | | 5.15 | | | | | | | | | | | 9.9* | 26* | 10.0 | WED. |
| CBS SUNRISE SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS SUNRISE SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS CAPTAIN KANGAROO-THU(B) | 1 | 8.00- 9.00AM | 8.00 | 2,330 | 3.0 | 1,320 | 1.7 | 8 | 1.4 | THU. | | | | | | | |
| | | | 8.15 | | | | 1.4* | 8* | 1.4 | THU. | | | | | | | |
| | | | 8.30 | | | | | | 1.7 | THU. | | | | | | | |
| | | | 8.45 | | | | 1.9* | 8* | 2.1 | THU. | | | | | | | |
| CBS ALL-AMER THNKSGVNG PARADE(S) | 1 | 9.00-12.00NN | 9.00 | 19,140 | 24.6 | 8,010 | 10.3 | 27 | 5.8 | THU. | | | | | | | |
| | | | 9.15 | | | | 6.6* | 22* | 7.4 | THU. | | | | | | | |
| | | | 9.30 | | | | | | 8.2 | THU. | | | | | | | |
| | | | 9.45 | | | | 8.6* | 25* | 8.9 | THU. | | | | | | | |
| | | | 10.00 | | | | | | 9.6 | THU. | | | | | | | |
| | | | 10.15 | | | | 10.2* | 27* | 10.9 | THU. | | | | | | | |
| | | | 10.30 | | | | | | 12.0 | THU. | | | | | | | |
| | | | 10.45 | | | | 12.3* | 30* | 12.7 | THU. | | | | | | | |
| | | | 11.00 | | | | | | 12.5 | THU. | | | | | | | |
| | | | 11.15 | | | | 12.2* | 30* | 11.8 | THU. | | | | | | | |
| | | | 11.30 | | | | | | 11.9 | THU. | | | | | | | |
| | | | 11.45 | | | | 11.6* | 28* | 11.4 | THU. | | | | | | | |
| CBS FAMOUS CLASSIC TALES-2(S) | 1 | 10.00-11.00AM | 10.00 | 8,090 | 10.4 | 5,450 | 7.0 | 26 | 6.1 | FRI. | | | | | | | |
| | | | 10.15 | | | | 6.5* | 25* | 6.9 | FRI. | | | | | | | |
| | | | 10.30 | | | | | | 7.5 | FRI. | | | | | | | |
| | | | 10.45 | | | | 7.6* | 28* | 7.7 | FRI. | | | | | | | |
| CBS MAGAZINE(S) | 2 | 10.00-11.00AM | 10.00 | | | | | | | | 4,750 | 6.1 | 2,800 | 3.6 | 20 | 3.8 | THU. |
| | | | 10.15 | | | | | | | | | | | 3.6* | 20* | 3.4 | THU. |
| | | | 10.30 | | | | | | | | | | | | | 3.6 | THU. |
| | | | 10.45 | | | | | | | | | | | 3.6* | 20* | 3.6 | THU. |
| CBS CBS LIBRARY(S) | 1 | 11.00-12.00NN | 11.00 | 8,560 | 11.0 | 5,840 | 7.5 | 25 | 7.6 | FRI. | | | | | | | |
| | | | 11.15 | | | | 7.6* | 26* | 7.6 | FRI. | | | | | | | |
| | | | 11.30 | | | | | | 7.6 | FRI. | | | | | | | |
| | | | 11.45 | | | | 7.5* | 25* | 7.4 | FRI. | | | | | | | |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 4,980 | 6.4 | 4,820 | 6.2 | 27 | 6.2 | M-W | 4,670 | 6.0 | 4,430 | 5.7 | 26 | 5.7 | M-F |
| CBS CBS NFL FTBL PRE-THU.(S) | 1 | 12.00-12.30PM | 12.00 | 14,160 | 18.2 | 11,280 | 14.5 | 36 | 14.3 | THU. | | | | | | | |
| | | | 12.15 | | | | | | 14.8 | THU. | | | | | | | |
| CBS CBS NFL FTBL GAME-THU.(S) | 1 | 12.30- 3.47PM | 12.30 | 28,790 | 37.0 | 16,730 | 21.5 | 55 | 18.9 | THU. | | | | | | | |
| | | | 12.45 | | | | 19.6* | 49* | 20.3 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 21.3 | THU. | | | | | | | |
| | | | 1.15 | | | | 21.4* | 54* | 21.5 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 22.4 | THU. | | | | | | | |
| | | | 1.45 | | | | 22.4* | 57* | 22.4 | THU. | | | | | | | |
| | | | 2.00 | | | | | | 21.8 | THU. | | | | | | | |
| | | | 2.15 | | | | 21.4* | 57* | 20.9 | THU. | | | | | | | |
| | | | 2.30 | | | | | | 21.7 | THU. | | | | | | | |
| | | | 2.45 | | | | 21.7* | 58* | 21.8 | THU. | | | | | | | |
| | | | 3.00 | | | | | | 22.8 | THU. | | | | | | | |
| | | | 3.15 | | | | 22.8* | 59* | 22.8 | THU. | | | | | | | |
| | | | 3.30 | | | | | | 21.8 | THU. | | | | | | | |
| | | | 3.45 | | | | | | 16.2 | THU. | | | | | | | |
| CBS FAMOUS CLASSIC TALES-1(S) | 1 | 3.47- 4.30PM | 3.45 | 5,990 | 7.7 | 4,120 | 5.3 | 15 | 6.5 | THU. | | | | | | | |
| | | | 4.00 | | | | | | 5.4 | THU. | | | | | | | |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS FAMOUS CLASSIC TALES-1(S)-CONT'D | | | 4.15 | | | | 4.8* | 13* | 4.3 | THU. | | | | | | | |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 6,850 | 8.8 | 6,610 | 8.5 | 24 | 8.5 | MTUWF | 5,450 | 7.0 | 5,210 | 6.7 | 21 | 6.7 | M-F |
| CBS GOING PLACES(S) | 2 | 4.00- 4.30PM | 4.00 | | | | | | | | 6,150 | 7.9 | 4,750 | 6.1 | 18 | 5.8 | TUE. |
| | | | 4.15 | | | | | | | | | | | | | 6.5 | TUE. |
| CBS NUTCRACKER(S) | 1 | 4.30- 5.00PM | 4.30 | 3,030 | 3.9 | 2,410 | 3.1 | 8 | 3.3 | THU. | | | | | | | |
| | | | 4.45 | | | | | | 3.0 | THU. | | | | | | | |
| NBC MACYS THANKSGIVING PARADE(S) | 1 | 9.00-12.00NN | 9.00 | 27,620 | 35.5 | 12,910 | 16.6 | 43 | 9.5 | THU. | | | | | | | |
| | | | 9.15 | | | | 10.7* | 37* | 11.9 | THU. | | | | | | | |
| | | | 9.30 | | | | | | 14.2 | THU. | | | | | | | |
| | | | 9.45 | | | | 15.0* | 42* | 15.8 | THU. | | | | | | | |
| | | | 10.00 | | | | | | 17.5 | THU. | | | | | | | |
| | | | 10.15 | | | | 17.5* | 45* | 17.4 | THU. | | | | | | | |
| | | | 10.30 | | | | | | 17.7 | THU. | | | | | | | |
| | | | 10.45 | | | | 17.7* | 42* | 17.7 | THU. | | | | | | | |
| | | | 11.00 | | | | | | 19.6 | THU. | | | | | | | |
| | | | 11.15 | | | | 19.5* | 46* | 19.5 | THU. | | | | | | | |
| | | | 11.30 | | | | | | 19.3 | THU. | | | | | | | |
| | | | 11.45 | | | | 19.3* | 45* | 19.3 | THU. | | | | | | | |
| NBC DOCTORS-THU(B) | 1 | 12.30- 1.00PM | 12.30 | 3,350 | 4.3 | 2,650 | 3.4 | 9 | 3.5 | THU. | | | | | | | |
| | | | 12.45 | | | | | | 3.2 | THU. | | | | | | | |
| NBC ANOTHER WORLD-THU(B) | 1 | 2.00- 3.00PM | 2.00 | 3,110 | 4.0 | 2,260 | 2.9 | 8 | 2.9 | THU. | | | | | | | |
| | | | 2.15 | | | | 3.0* | 8* | 3.0 | THU. | | | | | | | |
| | | | 2.30 | | | | | | 3.0 | THU. | | | | | | | |
| | | | 2.45 | | | | 2.9* | 8* | 2.7 | THU. | | | | | | | |
| NBC NFL '80 NBC-THU(S) | 1 | 3.30- 4.00PM | 3.30 | 10,270 | 13.2 | 5,600 | 7.2 | 19 | 3.4 | THU. | | | | | | | |
| | | | 3.45 | | | | | | 11.0 | THU. | | | | | | | |
| NBC NFL FOOTBALL GAME-NBC-THU(S) | 1 | 4.00- 7.11PM | 4.00 | 26,840 | 34.5 | 15,020 | 19.3 | 49 | 17.5 | THU. | | | | | | | |
| | | | 4.15 | | | | 18.5* | 51* | 19.5 | THU. | | | | | | | |
| | | | 4.30 | | | | | | 20.8 | THU. | | | | | | | |
| | | | 4.45 | | | | 20.6* | 56* | 20.4 | THU. | | | | | | | |
| | | | 5.00 | | | | | | 21.0 | THU. | | | | | | | |
| | | | 5.15 | | | | 20.7* | 55* | 20.4 | THU. | | | | | | | |
| | | | 5.30 | | | | | | 19.3 | THU. | | | | | | | |
| | | | 5.45 | | | | 19.4* | 52* | 19.6 | THU. | | | | | | | |
| | | | 6.00 | | | | | | 19.2 | THU. | | | | | | | |
| | | | 6.15 | | | | 18.9* | 46* | 18.7 | THU. | | | | | | | |
| | | | 6.30 | | | | | | 18.7 | THU. | | | | | | | |
| | | | 6.45 | | | | 18.5* | 42* | 18.3 | THU. | | | | | | | |
| | | | 7.00 | | | | | | 17.6 | THU. | | | | | | | |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.29AM | 8.15 | 3,660 | 4.7 | 3,420 | 4.4 | 24 | 4.4 | | 3,270 | 4.2 | 3,110 | 4.0 | 21 | 4.0 | |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 7,000 | 9.0 | 6,610 | 8.5 | 30 | 8.5 | | 5,450 | 7.0 | 4,900 | 6.3 | 22 | 6.3 | |
| ABC SCHOOLHOUSE ROCK-10.56AM | | 10.56-10.59AM | 10.45 | 5,990 | 7.7 | 5,760 | 7.4 | 30 | 7.4 | | 5,370 | 6.9 | 5,060 | 6.5 | 25 | 6.5 | |
| ABC DEAR ALEX & ANNIE-11.55AM | | 11.55-11.59AM | 11.45 | 5,060 | 6.5 | 4,430 | 5.7 | 24 | 5.7 | | 4,820 | 6.2 | 4,050 | 5.2 | 23 | 5.2 | |
| ABC NCAA FOOTBALL PRE GAME CONT'D | 1 | 12.00-12.21PM | →GRID | 5,840 | 7.5 | 5,210 | 6.7 | 24 | | | | | | | | | |



**FOR EXPLANATION OF SYMBOLS, SEE PAGE A.**

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD.BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC NCAA FOOTBALL PRE GAME-CONT'D | 2 | 12.00-12.22PM | →GRID | | | | | | | | 4,980 | 6.4 | 4,360 | 5.6 | 21 | | |
| | | | 12.15 | | | | | | 6.9 | | | | | | | 5.5 | |
| ABC NCAA FOOTBALL GAME | 1 | 12.21- 3.37PM | →GRID | 17,820 | 22.9 | 8,320 | 10.7 | 34 | | | | | | | | | |
| | 2 | 12.22- 3.19PM | →GRID | | | | | | | | 16,960 | 21.8 | 8,320 | 10.7 | 36 | | |
| | | | 3.15 | | | | | | | | | | | | | 11.9 | |
| | | | 3.30 | | | | | | 9.5 | | | | | | | | |
| ABC NCAA FOOTBALL POST GAME | 2 | 3.19- 3.42PM | →GRID | | | | | | | | 10,350 | 13.3 | 9,260 | 11.9 | 37 | | |
| | | | 3.30 | | | | | | | | | | | | | 12.2 | |
| ABC NCAA FOOTBALL GAME 2 | 2 | 3.42- 6.43PM | →GRID | | | | | | | | 23,650 | 30.4 | 12,370 | 15.9 | 39 | | |
| | | | 6.30 | | | | | | | | | | | | | 14.4 | |
| ABC NCAA FOOTBALL POST(B) | 1 | 3.37- 3.52PM | →GRID | 5,290 | 6.8 | 5,060 | 6.5 | 20 | | | | | | | | | |
| | | | 3.45 | | | | | | 6.5 | | | | | | | | |
| ABC NCAA HALFTIME REPORT(SUS) | 1 | 5.27- 5.33PM | 5.15 | | | | | | | | | | | | | | |
| CBS SUNRISE SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 3,190 | 4.1 | 2,880 | 3.7 | 27 | 3.7 | | 2,720 | 3.5 | 2,490 | 3.2 | 22 | 3.2 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 4,510 | 5.8 | 4,280 | 5.5 | 29 | 5.5 | | 4,900 | 6.3 | 4,590 | 5.9 | 30 | 5.9 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 5,990 | 7.7 | 5,910 | 7.6 | 34 | 7.6 | | 6,610 | 8.5 | 6,380 | 8.2 | 34 | 8.2 | |
| CBS IN THE NEWS- 9.59AM | | 9.59-10.02AM | 9.45 | 7,240 | 9.3 | 7,000 | 9.0 | 34 | 9.0 | | 7,000 | 9.0 | 6,770 | 8.7 | 34 | 8.8 | |
| | | | 10.00 | | | | | | 9.0 | | | | | | | 8.7 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 6,070 | 7.8 | 5,990 | 7.7 | 29 | 7.7 | | 6,540 | 8.4 | 6,380 | 8.2 | 32 | 8.2 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 5,760 | 7.4 | 5,290 | 6.8 | 26 | 6.8 | | 5,760 | 7.4 | 5,370 | 6.9 | 27 | 6.9 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 5,450 | 7.0 | 4,900 | 6.3 | 23 | 6.3 | | 5,130 | 6.6 | 4,750 | 6.1 | 24 | 6.1 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 6,460 | 8.3 | 5,990 | 7.7 | 26 | 7.7 | | 5,990 | 7.7 | 5,680 | 7.3 | 27 | 7.3 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 6,070 | 7.8 | 5,760 | 7.4 | 24 | 7.4 | | 5,840 | 7.5 | 5,600 | 7.2 | 25 | 7.2 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 5,760 | 7.4 | 5,290 | 6.8 | 22 | 6.8 | | 6,150 | 7.9 | 5,990 | 7.7 | 26 | 7.7 | |
| NBC TIME OUT-8:28AM | | 8.28- 8.30AM | 8.15 | 1,870 | 2.4 | 1,790 | 2.3 | 18 | 2.3 | | 2,800 | 3.6 | 2,720 | 3.5 | 27 | 3.5 | |
| NBC ASK NBC NEWS-8:58AM | | 8.58- 9.00AM | 8.45 | 2,960 | 3.8 | 2,800 | 3.6 | 20 | 3.6 | | 3,500 | 4.5 | 3,270 | 4.2 | 23 | 4.2 | |
| NBC TIME OUT-9:28AM | | 9.28- 9.30AM | 9.15 | 3,890 | 5.0 | 3,810 | 4.9 | 24 | 4.9 | | 4,280 | 5.5 | 4,200 | 5.4 | 23 | 5.4 | |
| NBC ASK NBC NEWS-9:58AM | | 9.58-10.00AM | 9.45 | 3,970 | 5.1 | 3,970 | 5.1 | 21 | 5.1 | | 5,210 | 6.7 | 4,820 | 6.2 | 25 | 6.2 | |
| NBC TIME OUT-10:28AM | | 10.28-10.30AM | 10.15 | 4,050 | 5.2 | 3,890 | 5.0 | 19 | 5.0 | | 4,590 | 5.9 | 4,360 | 5.6 | 22 | 5.6 | |
| NBC ASK NBC NEWS-10:58AM | | 10.58-11.00AM | 10.45 | 4,360 | 5.6 | 4,200 | 5.4 | 20 | 5.4 | | 4,050 | 5.2 | 3,970 | 5.1 | 20 | 5.1 | |
| NBC TIME OUT-11:28AM | | 11.28-11.30AM | 11.15 | 5,060 | 6.5 | 4,900 | 6.3 | 24 | 6.3 | | 4,050 | 5.2 | 3,890 | 5.0 | 20 | 5.0 | |
| NBC ASK NBC NEWS-11:58AM | | 11.58-12.00NN | 11.45 | 5,060 | 6.5 | 4,750 | 6.1 | 23 | 6.1 | | 5,060 | 6.5 | 4,820 | 6.2 | 24 | 6.2 | |
| NBC TIME OUT-12:28PM | | 12.28-12.30PM | 12.15 | 3,890 | 5.0 | 3,810 | 4.9 | 17 | 4.9 | | 3,970 | 5.1 | 3,730 | 4.8 | 17 | 4.8 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 1 | 10.30-11.03AM | →GRID | 3,500 | 4.5 | 2,650 | 3.4 | 14 | | | | | | | | | |
| | 2 | 10.30-11.06AM | →GRID | | | | | | | | 3,810 | 4.9 | 2,720 | 3.5 | 15 | | |
| | | | 11.00 | | | | | | 4.4 | | | | | | | 4.0 | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 3,110 | 4.0 | 2,960 | 3.8 | 14 | 3.8 | | 3,500 | 4.5 | 3,270 | 4.2 | 17 | 4.2 | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 3,030 | 3.9 | 2,800 | 3.6 | 13 | 3.6 | | 2,570 | 3.3 | 2,410 | 3.1 | 12 | 3.1 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SUNDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM-SUN. | | 8.26- 8.29AM | 8.15 | 700 | .9 | 620 | .8 | 9 | .8 | | 780 | 1.0 | 780 | 1.0 | 9 | 1.0 | |
| CBS IN THE NEWS- 8.56AM-SUN. | | 8.56- 8.59AM | 8.45 | 700 | .9 | 700 | .9 | 7 | .9 | | 1,320 | 1.7 | 1,240 | 1.6 | 11 | 1.6 | |
| CBS CBS NFL FOOTBALL GAME 1 | 1 | 1.00- 3.48PM | →GRID | 22,020 | 28.3 | 11,670 | 15.0 | 36 | | | | | | | | | |
| | | | 3.45 | | | | | | 15.8 | | | | | | | | |
| NBC NFL FOOTBALL GAME 1-NBC | 1 | 1.00- 4.02PM | →GRID | 20,150 | 25.9 | 10,890 | 14.0 | 34 | | | | | | | | | |
| | 2 | 1.00- 3.51PM | →GRID | | | | | | | | 20,380 | 26.2 | 9,490 | 12.2 | 30 | | |
| | | | 3.45 | | | | | | | | | | | 13.1* | 28* | 12.4 | |
| | | | 4.00 | | | | | | 14.4 | | | | | | | | |

 U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).